



WKMG

# ORDER

Print Date 08/30/12 Page 1 of 3

Flight Dates 09/11/12-09/17/12

Contract / Revision 258063 /

Original Date / Revision 08/30/12 08/30/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE  
Washington, DC 20003

Product PRIORITIES USA ACT

Agency Com 15%

Billing Contact

1322 G. Street, SE  
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1560

Alt Order # 06301439

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue,

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 16850

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

## Billing Plan

| Month          | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|----------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| September 2012 | 27         | \$14,322.50 | \$16,850.00  | 0.00   | 08/27/12   | 09/17/12 | 27      | \$14,322.50 | \$16,850.00  |
| Totals         | 27         | \$14,322.50 | \$16,850.00  | 0.00   |            |          |         |             |              |

| Ln              | Ch   | Start             | End             | Inventory Code         | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Spots | Amount   |
|-----------------|------|-------------------|-----------------|------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|----------|
| E 1             | WKMG | 09/14/12          | 09/14/12        | 11-12p Price Is Right  | CM    | 11a-12p           | ----1-- | :30         | 1     | \$800.00      | P-3 | 0.00 | NM   | 1     | \$800.00 |
| Price Is Right  |      |                   |                 |                        |       |                   |         |             |       |               |     |      |      |       |          |
|                 |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
| Week:           |      | 09/10/12          | 09/16/12        | ----1--                |       | 1                 |         | \$800.00    |       | 0.00          |     |      |      |       |          |
| 2               | WKMG | 09/14/12          | 09/14/12        | 1230-2p CBS Soaps      | CM    | 12:30-2p          | ----1-- | :30         | 1     | \$800.00      | P-3 | 0.00 | NM   | 1     | \$800.00 |
| Soaps           |      |                   |                 |                        |       |                   |         |             |       |               |     |      |      |       |          |
|                 |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
| Week:           |      | 09/10/12          | 09/16/12        | ----1--                |       | 1                 |         | \$800.00    |       | 0.00          |     |      |      |       |          |
| 3               | WKMG | 09/14/12          | 09/14/12        | 3-4p Nate/Doctors 9/10 | CM    | 3-4p              | ----1-- | :30         | 1     | \$350.00      | P-3 | 0.00 | NM   | 1     | \$350.00 |
| The Doctors     |      |                   |                 |                        |       |                   |         |             |       |               |     |      |      |       |          |
|                 |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
| Week:           |      | 09/10/12          | 09/16/12        | ----1--                |       | 1                 |         | \$350.00    |       | 0.00          |     |      |      |       |          |
| 4               | WKMG | 09/14/12          | 09/14/12        | Morn News at 6a        | CM    | 6-7a              | ----1-- | :30         | 1     | \$500.00      | P-3 | 0.00 | NM   | 1     | \$500.00 |
| Morn News at 6a |      |                   |                 |                        |       |                   |         |             |       |               |     |      |      |       |          |
|                 |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |



WKMG

Print Date: 08/30/12

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Contract / Revision

258063

Flight Dates 09/11/12-09/17/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1560

| Ln | Ch    | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|----|-------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|    |       |                   |                 |  |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
| 4  | WKMG  | 09/14/12          | 09/14/12        | Morn News at 6a<br>Morn News at 6a             | CM    | 6-7a           | ----1-- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/10/12          | 09/16/12        | ----1--  |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 5  | WKMG  | 09/14/12          | 09/14/12        | 9-10a Rachael Ray<br>Rachael Ray               | CM    | 9-10a          | ----1-- | :30 | 1                 | \$350.00    | P-3 | 0.00          | NM   | 1      | \$350.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/10/12          | 09/16/12        | ----1--  |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| 6  | WKMG  | 09/17/12          | 09/17/12        | M-F David Letterman<br>David Letterman         | CM    | 1136p-1238a    | 1-----  | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/17/12          | 09/23/12        | 1-----   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 7  | WKMG  | 09/17/12          | 09/17/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | 1-----  | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/17/12          | 09/23/12        | 1-----   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 8  | WKMG  | 09/17/12          | 09/17/12        | 3-4p Nate/Doctors 9/10<br>The Doctors          | CM    | 3-4p           | 1-----  | :30 | 1                 | \$350.00    | P-3 | 0.00          | NM   | 1      | \$350.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/17/12          | 09/23/12        | 1-----   |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| 9  | WKMG  | 09/17/12          | 09/17/12        | Morn News at 530a<br>Morn News at 530a         | CM    | 530-6a         | 1-----  | :30 | 1                 | \$300.00    | P-3 | 0.00          | NM   | 1      | \$300.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/17/12          | 09/23/12        | 1-----   |       |                |         |     | 1                 | \$300.00    |     | 0.00          |      |        |            |
| 10 | WKMG  | 09/17/12          | 09/17/12        | News at 6p<br>News at 6p                       | CM    | 6-630p         | 1-----  | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/17/12          | 09/23/12        | 1-----   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| 11 | WKMG  | 09/15/12          | 09/15/12        | Sat 1135p-1205a<br>Inside Edition Wknd         | CM    | 1135p-1205a    | -----1- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/10/12          | 09/16/12        | -----1-  |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 12 | WKMG  | 09/15/12          | 09/15/12        | Sat 6p News<br>Sat Local 6 News at 6p          | CM    | 6-630p         | -----1- | :30 | 1                 | \$550.00    | P-3 | 0.00          | NM   | 1      | \$550.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/10/12          | 09/16/12        | -----1-  |       |                |         |     | 1                 | \$550.00    |     | 0.00          |      |        |            |
| 13 | WKMG  | 09/15/12          | 09/15/12        | 7-9a CBS This Morn Sat<br>7-9a Sat Early Show  | CM    | 7-9a           | -----1- | :30 | 1                 | \$400.00    | P-3 | 0.00          | NM   | 1      | \$400.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/10/12          | 09/16/12        | -----1-  |       |                |         |     | 1                 | \$400.00    |     | 0.00          |      |        |            |
| 14 | WKMG  | 09/16/12          | 09/16/12        | Sun 1135p-1235a<br>Without a Trace             | CM    | 1135p-1235a    | -----1  | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/10/12          | 09/16/12        | -----1   |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 15 | WKMG  | 09/16/12          | 09/16/12        | 6-830a Sun News<br>6-830a Sun News             | CM    | 6a-830a        | -----1  | :30 | 1                 | \$200.00    | P-3 | 0.00          | NM   | 1      | \$200.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/10/12          | 09/16/12        | -----1   |       |                |         |     | 1                 | \$200.00    |     | 0.00          |      |        |            |
| 16 | WKMG  | 09/16/12          | 09/16/12        | CBS Evening News<br>CBS Eve News               | CM    | 630-7p         | -----1  | :30 | 1                 | \$650.00    | P-3 | 0.00          | NM   | 1      | \$650.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 09/10/12          | 09/16/12        | -----1   |       |                |         |     | 1                 | \$650.00    |     | 0.00          |      |        |            |





WKMG

# ORDER

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Flight Dates 09/25/12-10/01/12

Contract / Revision

258061 /

Original Date / Revision

08/30/12 08/30/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE  
Washington, DC 20003

Product

PRIORITIES USA ACT

Agency Com 15%

Billing Contact

1322 G. Street, SE  
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1562

Alt Order # 06301435

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue,

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 22850

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

## Billing Plan

| Month          | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|----------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| September 2012 | 38         | \$19,422.50 | \$22,850.00  | 0.00   | 08/27/12   | 09/30/12 | 38      | \$19,422.50 | \$22,850.00  |
| Totals         | 38         | \$19,422.50 | \$22,850.00  | 0.00   |            |          |         |             |              |

| Ln             | Ch   | Start             | End             | Inventory Code        | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|----------------|------|-------------------|-----------------|-----------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1            | WKMG | 09/28/12          | 09/28/12        | 11-12p Price Is Right | CM    | 11a-12p        | ----1-- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1     | \$800.00   |
| Price Is Right |      |                   |                 |                       |       |                |         |     |                   |             |     |               |      |       |            |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:          |      | 09/24/12          | 09/30/12        | ----1--               |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |       |            |
| E 2            | WKMG | 09/28/12          | 09/28/12        | 1230-2p CBS Soaps     | CM    | 12:30-2p       | ----1-- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1     | \$800.00   |
| Soaps          |      |                   |                 |                       |       |                |         |     |                   |             |     |               |      |       |            |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:          |      | 09/24/12          | 09/30/12        | ----1--               |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |       |            |
| E 3            | WKMG | 09/28/12          | 09/28/12        | M-F 1235-105a         | CM    | 1237-109a      | ----1-- | :30 | 1                 | \$400.00    | P-3 | 0.00          | NM   | 1     | \$400.00   |
| Extra          |      |                   |                 |                       |       |                |         |     |                   |             |     |               |      |       |            |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:          |      | 09/24/12          | 09/30/12        | ----1--               |       |                |         |     | 1                 | \$400.00    |     | 0.00          |      |       |            |
| E 4            | WKMG | 09/28/12          | 09/28/12        | News at 6p            | CM    | 6-630p         | ----1-- | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1     | \$1,000.00 |
| News at 6p     |      |                   |                 |                       |       |                |         |     |                   |             |     |               |      |       |            |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |



WKMG

Print Date: 08/30/12

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Contract / Revision

258061

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1562

|       |      |                   |                 |   |       |                |                   |     |             |            |               |      |      | Totals |            |
|-------|------|-------------------|-----------------|---|-------|----------------|-------------------|-----|-------------|------------|---------------|------|------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                | Break | Start/End Time | Days              | Len | Spots       | Rate       | Pri           | Rtg  | Type | Spots  | Amount     |
| E 4   | WKMG | 09/28/12          | 09/28/12        | News at 6p<br>News at 6p                      | CM    | 6-630p         | ----1--           | :30 | 1           | \$1,000.00 | P-3           | 0.00 | NM   | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | ----1--                                       |       |                | 1                 |     | \$1,000.00  |            | 0.00          |      |      |        |            |
| E 5   | WKMG | 09/28/12          | 09/28/12        | Morn News at 6a<br>Morn News at 6a            | CM    | 6-7a           | ----1--           | :30 | 1           | \$500.00   | P-3           | 0.00 | NM   | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | ----1--                                       |       |                | 1                 |     | \$500.00    |            | 0.00          |      |      |        |            |
| E 6   | WKMG | 09/28/12          | 09/28/12        | 9-10a Rachael Ray<br>Rachael Ray              | CM    | 9-10a          | ----1--           | :30 | 1           | \$350.00   | P-3           | 0.00 | NM   | 1      | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | ----1--                                       |       |                | 1                 |     | \$350.00    |            | 0.00          |      |      |        |            |
| E 7   | WKMG | 09/29/12          | 09/29/12        | Sat 1135p-1205a<br>Inside Edition Wknd        | CM    | 1135p-1205a    | -----1-           | :30 | 1           | \$500.00   | P-3           | 0.00 | NM   | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | -----1-                                       |       |                | 1                 |     | \$500.00    |            | 0.00          |      |      |        |            |
| E 8   | WKMG | 09/29/12          | 09/29/12        | 5-7a Sat News<br>Sat 5-7a News                | CM    | 5-7a           | -----1-           | :30 | 1           | \$150.00   | P-3           | 0.00 | NM   | 1      | \$150.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | -----1-                                       |       |                | 1                 |     | \$150.00    |            | 0.00          |      |      |        |            |
| E 9   | WKMG | 09/29/12          | 09/29/12        | Sat 6p News<br>Sat Local 6 News at 6p         | CM    | 6-630p         | -----1-           | :30 | 1           | \$550.00   | P-3           | 0.00 | NM   | 1      | \$550.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | -----1-                                       |       |                | 1                 |     | \$550.00    |            | 0.00          |      |      |        |            |
| E 10  | WKMG | 09/29/12          | 09/29/12        | 7-9a CBS This Morn Sat<br>7-9a Sat Early Show | CM    | 7-9a           | -----1-           | :30 | 1           | \$400.00   | P-3           | 0.00 | NM   | 1      | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | -----1-                                       |       |                | 1                 |     | \$400.00    |            | 0.00          |      |      |        |            |
| E 11  | WKMG | 09/30/12          | 09/30/12        | Sun 1135p-1235a<br>Without a Trace            | CM    | 1135p-1235a    | -----1            | :30 | 1           | \$500.00   | P-3           | 0.00 | NM   | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | -----1  |       |                | 1                 |     | \$500.00    |            | 0.00          |      |      |        |            |
| E 12  | WKMG | 09/30/12          | 09/30/12        | Sun 1235-135a<br>Cold Case                    | CM    | 1235-135a      | -----1            | :30 | 1           | \$400.00   | P-3           | 0.00 | NM   | 1      | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | -----1  |       |                | 1                 |     | \$400.00    |            | 0.00          |      |      |        |            |
| E 13  | WKMG | 09/30/12          | 09/30/12        | 6-830a Sun News<br>6-830a Sun News            | CM    | 6a-830a        | -----1            | :30 | 1           | \$200.00   | P-3           | 0.00 | NM   | 1      | \$200.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | -----1  |       |                | 1                 |     | \$200.00    |            | 0.00          |      |      |        |            |
| E 14  | WKMG | 09/30/12          | 09/30/12        | CBS Evening News<br>CBS Eve News              | CM    | 630-7p         | -----1            | :30 | 1           | \$650.00   | P-3           | 0.00 | NM   | 1      | \$650.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | -----1  |       |                | 1                 |     | \$650.00    |            | 0.00          |      |      |        |            |
| E 15  | WKMG | 09/30/12          | 09/30/12        | CBS Sunday Morning<br>CBS Sunday Morning      | CM    | 9-1030a        | -----1            | :30 | 1           | \$1,300.00 | P-3           | 0.00 | NM   | 1      | \$1,300.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | -----1  |       |                | 1                 |     | \$1,300.00  |            | 0.00          |      |      |        |            |
| E 16  | WKMG | 09/27/12          | 09/27/12        | M-F Late Late Show<br>Late Late Show          | CM    | 109-210a       | ---1---           | :30 | 1           | \$250.00   | P-3           | 0.00 | NM   | 1      | \$250.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | ---1---                                       |       |                | 1                 |     | \$250.00    |            | 0.00          |      |      |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision

258061

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1562

| Ln   | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|      |      |                   |                 |  |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
| E 16 | WKMG | 09/27/12          | 09/27/12        | M-F Late Late Show<br>Late Late Show           | CM    | 109-210a       | ---1--- | :30 | 1                 | \$250.00    | P-3 | 0.00          | NM   | 1      | \$250.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | ---1---  |       |                |         |     | 1                 | \$250.00    |     | 0.00          |      |        |            |
| E 17 | WKMG | 09/27/12          | 09/27/12        | M-F David Letterman<br>David Letterman         | CM    | 1136p-1238a    | ---1--- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | ---1---  |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| E 18 | WKMG | 09/27/12          | 09/27/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | ---1--- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | ---1---  |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| E 19 | WKMG | 09/27/12          | 09/27/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | ---1--- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | ---1---  |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| E 20 | WKMG | 09/27/12          | 09/27/12        | 2-3p The Talk<br>The Talk                      | CM    | 2-3p           | ---1--- | :30 | 1                 | \$600.00    | P-3 | 0.00          | NM   | 1      | \$600.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | ---1---  |       |                |         |     | 1                 | \$600.00    |     | 0.00          |      |        |            |
| E 21 | WKMG | 09/27/12          | 09/27/12        | 4-430p Extra<br>Extra                          | CM    | 4-430p         | ---1--- | :30 | 1                 | \$450.00    | P-3 | 0.00          | NM   | 1      | \$450.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | ---1---  |       |                |         |     | 1                 | \$450.00    |     | 0.00          |      |        |            |
| E 22 | WKMG | 09/27/12          | 09/27/12        | News at 5p<br>News at 5p                       | CM    | 5-530p         | ---1--- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | ---1---  |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| E 23 | WKMG | 09/27/12          | 09/27/12        | Morn News at 530a<br>Morn News at 530a         | CM    | 530-6a         | ---1--- | :30 | 1                 | \$300.00    | P-3 | 0.00          | NM   | 1      | \$300.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | ---1---  |       |                |         |     | 1                 | \$300.00    |     | 0.00          |      |        |            |
| E 24 | WKMG | 09/27/12          | 09/27/12        | News at 7p<br>News at 7p                       | CM    | 7-7:30p        | ---1--- | :30 | 1                 | \$1,200.00  | P-3 | 0.00          | NM   | 1      | \$1,200.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | ---1---  |       |                |         |     | 1                 | \$1,200.00  |     | 0.00          |      |        |            |
| E 25 | WKMG | 09/27/12          | 09/27/12        | 9-10a Rachael Ray<br>Rachael Ray               | CM    | 9-10a          | ---1--- | :30 | 1                 | \$350.00    | P-3 | 0.00          | NM   | 1      | \$350.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | ---1---  |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| E 26 | WKMG | 09/25/12          | 09/25/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | -1----- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | -1-----  |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| E 27 | WKMG | 09/25/12          | 09/25/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | -1----- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | -1-----  |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| E 28 | WKMG | 09/25/12          | 09/25/12        | 3-4p Nate/Doctors 9/10<br>The Doctors          | CM    | 3-4p           | -1----- | :30 | 1                 | \$350.00    | P-3 | 0.00          | NM   | 1      | \$350.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/24/12    | 09/30/12        | -1-----  |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision

258061

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1562

|        |      |                   |                 |   |       |                |         |     |                   |             |     |               |      | Totals |             |
|--------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| Ln     | Ch   | Start             | End             | Inventory Code                                    | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount      |
| E 28   | WKMG | 09/25/12          | 09/25/12        | 3-4p Nate/Doctors 9/10 CM<br>The Doctors          | CM    | 3-4p           | -1----- | :30 | 1                 | \$350.00    | P-3 | 0.00          | NM   | 1      | \$350.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 09/24/12          | 09/30/12        | -1-----   |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |             |
| E 29   | WKMG | 09/25/12          | 09/25/12        | Morn News at 530a CM<br>Morn News at 530a         | CM    | 530-6a         | -1----- | :30 | 1                 | \$300.00    | P-3 | 0.00          | NM   | 1      | \$300.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 09/24/12          | 09/30/12        | -1-----   |       |                |         |     | 1                 | \$300.00    |     | 0.00          |      |        |             |
| E 30   | WKMG | 09/25/12          | 09/25/12        | 9-10a Rachael Ray CM<br>Rachael Ray               | CM    | 9-10a          | -1----- | :30 | 1                 | \$350.00    | P-3 | 0.00          | NM   | 1      | \$350.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 09/24/12          | 09/30/12        | -1-----   |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |             |
| E 31   | WKMG | 09/26/12          | 09/26/12        | M-F Late Late Show CM<br>Late Late Show           | CM    | 109-210a       | --1---- | :30 | 1                 | \$250.00    | P-3 | 0.00          | NM   | 1      | \$250.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 09/24/12          | 09/30/12        | --1----   |       |                |         |     | 1                 | \$250.00    |     | 0.00          |      |        |             |
| E 32   | WKMG | 09/26/12          | 09/26/12        | 11-12p Price Is Right CM<br>Price Is Right        | CM    | 11a-12p        | --1---- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 09/24/12          | 09/30/12        | --1----   |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |             |
| E 33   | WKMG | 09/26/12          | 09/26/12        | Local 6 News 12-1230p CM<br>Local 6 News 12-1230p | CM    | 12-1230p       | --1---- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 09/24/12          | 09/30/12        | --1----   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |             |
| E 34   | WKMG | 09/26/12          | 09/26/12        | 2-3p The Talk CM<br>The Talk                      | CM    | 2-3p           | --1---- | :30 | 1                 | \$600.00    | P-3 | 0.00          | NM   | 1      | \$600.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 09/24/12          | 09/30/12        | --1----   |       |                |         |     | 1                 | \$600.00    |     | 0.00          |      |        |             |
| E 35   | WKMG | 09/26/12          | 09/26/12        | 430-5p Inside Edition CM<br>Inside Edition        | CM    | 430-5P         | --1---- | :30 | 1                 | \$550.00    | P-3 | 0.00          | NM   | 1      | \$550.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 09/24/12          | 09/30/12        | --1----   |       |                |         |     | 1                 | \$550.00    |     | 0.00          |      |        |             |
| E 36   | WKMG | 09/26/12          | 09/26/12        | News at 6p CM<br>News at 6p                       | CM    | 6-630p         | --1---- | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 09/24/12          | 09/30/12        | --1----   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |             |
| E 37   | WKMG | 09/26/12          | 09/26/12        | Morn News at 6a CM<br>Morn News at 6a             | CM    | 6-7a           | --1---- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 09/24/12          | 09/30/12        | --1----   |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |             |
| E 38   | WKMG | 09/26/12          | 09/26/12        | M-F 7:30-8p Inside Ed CM<br>Inside Edition        | CM    | 730-8p         | --1---- | :30 | 1                 | \$1,200.00  | P-3 | 0.00          | NM   | 1      | \$1,200.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 09/24/12          | 09/30/12        | --1----   |       |                |         |     | 1                 | \$1,200.00  |     | 0.00          |      |        |             |
| Totals |      |                   |                 |   |       |                |         |     |                   |             |     |               |      | 38     | \$22,850.00 |



WKMG

# ORDER

Print Date 08/30/12 Page 1 of 5

Flight Dates 09/18/12-09/24/12

Contract / Revision 258060 /

Original Date / Revision  
08/30/12 08/30/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE  
Washington, DC 20003

Product  
PRIORITIES USA ACT

Agency Com 15%

Billing Contact

1322 G. Street, SE  
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1561

Alt Order # 06301433

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue,

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 26800

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

| Month          | # of Spots | Net Amount  | Gross Amount | Rating |
|----------------|------------|-------------|--------------|--------|
| September 2012 | 45         | \$22,780.00 | \$26,800.00  | 0.00   |
| Totals         | 45         | \$22,780.00 | \$26,800.00  | 0.00   |

## Billing Plan

| Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 08/27/12   | 09/24/12 | 45      | \$22,780.00 | \$26,800.00  |

|       |      |                   |                 |                       |       |                   |         |             |       |               |     |      |      | Totals |            |  |
|-------|------|-------------------|-----------------|-----------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|--------|------------|--|
| Ln    | Ch   | Start             | End             | Inventory Code        | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Spots  | Amount     |  |
| E 1   | WKMG | 09/21/12          | 09/21/12        | 11-12p Price Is Right | CM    | 11a-12p           | ----1-- | :30         | 1     | \$800.00      | P-3 | 0.00 | NM   | 1      | \$800.00   |  |
|       |      |                   |                 | Price Is Right        |       |                   |         |             |       |               |     |      |      |        |            |  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |        |            |  |
| Week: |      | 09/17/12          | 09/23/12        | ----1--               |       | 1                 |         | \$800.00    |       | 0.00          |     |      |      |        |            |  |
| E 2   | WKMG | 09/21/12          | 09/21/12        | 1230-2p CBS Soaps     | CM    | 12:30-2p          | ----1-- | :30         | 1     | \$800.00      | P-3 | 0.00 | NM   | 1      | \$800.00   |  |
|       |      |                   |                 | Soaps                 |       |                   |         |             |       |               |     |      |      |        |            |  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |        |            |  |
| Week: |      | 09/17/12          | 09/23/12        | ----1--               |       | 1                 |         | \$800.00    |       | 0.00          |     |      |      |        |            |  |
| E 3   | WKMG | 09/21/12          | 09/21/12        | M-F 1235-105a         | CM    | 1237-109a         | ----1-- | :30         | 1     | \$400.00      | P-3 | 0.00 | NM   | 1      | \$400.00   |  |
|       |      |                   |                 | Extra                 |       |                   |         |             |       |               |     |      |      |        |            |  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |        |            |  |
| Week: |      | 09/17/12          | 09/23/12        | ----1--               |       | 1                 |         | \$400.00    |       | 0.00          |     |      |      |        |            |  |
| E 4   | WKMG | 09/21/12          | 09/21/12        | News at 6p            | CM    | 6-630p            | ----1-- | :30         | 1     | \$1,000.00    | P-3 | 0.00 | NM   | 1      | \$1,000.00 |  |
|       |      |                   |                 | News at 6p            |       |                   |         |             |       |               |     |      |      |        |            |  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |        |            |  |





WKMG

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Contract / Revision

258060

Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1561

|       |      |                   |                 |  |       |                |                   |     |             |            |               |          | Totals |            |
|-------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------------|------------|---------------|----------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days              | Len | Spots       | Rate       | Pri           | Rtg Type | Spots  | Amount     |
| E 4   | WKMG | 09/21/12          | 09/21/12        | News at 6p<br>News at 6p                       | CM    | 6-630p         | ----1--           | :30 | 1           | \$1,000.00 | P-3           | 0.00 NM  | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ----1--  |       |                | 1                 |     | \$1,000.00  |            | 0.00          |          |        |            |
| E 5   | WKMG | 09/21/12          | 09/21/12        | Morn News at 6a<br>Morn News at 6a             | CM    | 6-7a           | ----1--           | :30 | 1           | \$500.00   | P-3           | 0.00 NM  | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ----1--  |       |                | 1                 |     | \$500.00    |            | 0.00          |          |        |            |
| E 6   | WKMG | 09/21/12          | 09/21/12        | 9-10a Rachael Ray<br>Rachael Ray               | CM    | 9-10a          | ----1--           | :30 | 1           | \$350.00   | P-3           | 0.00 NM  | 1      | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ----1--  |       |                | 1                 |     | \$350.00    |            | 0.00          |          |        |            |
| E 7   | WKMG | 09/24/12          | 09/24/12        | M-F David Letterman<br>David Letterman         | CM    | 1136p-1238a    | 1-----            | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/24/12          | 09/30/12        | 1-----   |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| E 8   | WKMG | 09/24/12          | 09/24/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | 1-----            | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/24/12          | 09/30/12        | 1-----   |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| E 9   | WKMG | 09/24/12          | 09/24/12        | 2-3p The Talk<br>The Talk                      | CM    | 2-3p           | 1-----            | :30 | 1           | \$600.00   | P-3           | 0.00 NM  | 1      | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/24/12          | 09/30/12        | 1-----   |       |                | 1                 |     | \$600.00    |            | 0.00          |          |        |            |
| E 10  | WKMG | 09/24/12          | 09/24/12        | 3-4p Nate/Doctors 9/10<br>The Doctors          | CM    | 3-4p           | 1-----            | :30 | 1           | \$350.00   | P-3           | 0.00 NM  | 1      | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/24/12          | 09/30/12        | 1-----   |       |                | 1                 |     | \$350.00    |            | 0.00          |          |        |            |
| E 11  | WKMG | 09/24/12          | 09/24/12        | News at 5p<br>News at 5p                       | CM    | 5-530p         | 1-----            | :30 | 1           | \$800.00   | P-3           | 0.00 NM  | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/24/12          | 09/30/12        | 1-----   |       |                | 1                 |     | \$800.00    |            | 0.00          |          |        |            |
| E 12  | WKMG | 09/24/12          | 09/24/12        | Morn News at 530a<br>Morn News at 530a         | CM    | 530-6a         | 1-----            | :30 | 1           | \$300.00   | P-3           | 0.00 NM  | 1      | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/24/12          | 09/30/12        | 1-----   |       |                | 1                 |     | \$300.00    |            | 0.00          |          |        |            |
| E 13  | WKMG | 09/24/12          | 09/24/12        | Morn News at 6a<br>Morn News at 6a             | CM    | 6-7a           | 1-----            | :30 | 1           | \$500.00   | P-3           | 0.00 NM  | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/24/12          | 09/30/12        | 1-----   |       |                | 1                 |     | \$500.00    |            | 0.00          |          |        |            |
| E 14  | WKMG | 09/22/12          | 09/22/12        | Sat 1135p-1205a<br>Inside Edition Wknd         | CM    | 1135p-1205a    | -----1-           | :30 | 1           | \$500.00   | P-3           | 0.00 NM  | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -----1-  |       |                | 1                 |     | \$500.00    |            | 0.00          |          |        |            |
| E 15  | WKMG | 09/22/12          | 09/22/12        | 5-7a Sat News<br>Sat 5-7a News                 | CM    | 5-7a           | -----1-           | :30 | 1           | \$150.00   | P-3           | 0.00 NM  | 1      | \$150.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -----1-  |       |                | 1                 |     | \$150.00    |            | 0.00          |          |        |            |
| E 16  | WKMG | 09/22/12          | 09/22/12        | Sat 6p News<br>Sat Local 6 News at 6p          | CM    | 6-630p         | -----1-           | :30 | 1           | \$550.00   | P-3           | 0.00 NM  | 1      | \$550.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -----1-  |       |                | 1                 |     | \$550.00    |            | 0.00          |          |        |            |



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Contract / Revision

258060

Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1561

| Ln    | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days              | Len | Spots | Rate        | Pri | Rtg           | Type | Totals |            |
|-------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|--------|------------|
|       |      |                   |                 |  |       |                |                   |     |       |             |     |               |      | Spots  | Amount     |
| E 16  | WKMG | 09/22/12          | 09/22/12        | Sat 6p News<br>Sat Local 6 News at 6p          | CM    | 6-630p         | -----1-           | :30 | 1     | \$550.00    | P-3 | 0.00          | NM   | 1      | \$550.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -----1-  |       |                | 1                 |     |       | \$550.00    |     | 0.00          |      |        |            |
| E 17  | WKMG | 09/22/12          | 09/22/12        | 7-9a CBS This Morn SaCM<br>7-9a Sat Early Show | CM    | 7-9a           | -----1-           | :30 | 1     | \$400.00    | P-3 | 0.00          | NM   | 1      | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -----1-  |       |                | 1                 |     |       | \$400.00    |     | 0.00          |      |        |            |
| E 18  | WKMG | 09/23/12          | 09/23/12        | Sun 1135p-1235a<br>Without a Trace             | CM    | 1135p-1235a    | -----1            | :30 | 1     | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -----1   |       |                | 1                 |     |       | \$500.00    |     | 0.00          |      |        |            |
| E 19  | WKMG | 09/23/12          | 09/23/12        | Sun 1235-135a<br>Cold Case                     | CM    | 1235-135a      | -----1            | :30 | 1     | \$400.00    | P-3 | 0.00          | NM   | 1      | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -----1   |       |                | 1                 |     |       | \$400.00    |     | 0.00          |      |        |            |
| E 20  | WKMG | 09/23/12          | 09/23/12        | 6-830a Sun News<br>6-830a Sun News             | CM    | 6a-830a        | -----1            | :30 | 1     | \$200.00    | P-3 | 0.00          | NM   | 1      | \$200.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -----1   |       |                | 1                 |     |       | \$200.00    |     | 0.00          |      |        |            |
| E 21  | WKMG | 09/23/12          | 09/23/12        | CBS Evening News<br>CBS Eve News               | CM    | 630-7p         | -----1            | :30 | 1     | \$650.00    | P-3 | 0.00          | NM   | 1      | \$650.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -----1   |       |                | 1                 |     |       | \$650.00    |     | 0.00          |      |        |            |
| E 22  | WKMG | 09/23/12          | 09/23/12        | CBS Sunday Morning<br>CBS Sunday Morning       | CM    | 9-1030a        | -----1            | :30 | 1     | \$1,300.00  | P-3 | 0.00          | NM   | 1      | \$1,300.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -----1   |       |                | 1                 |     |       | \$1,300.00  |     | 0.00          |      |        |            |
| E 23  | WKMG | 09/20/12          | 09/20/12        | M-F Late Late Show<br>Late Late Show           | CM    | 109-210a       | ---1---           | :30 | 1     | \$250.00    | P-3 | 0.00          | NM   | 1      | \$250.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ---1---  |       |                | 1                 |     |       | \$250.00    |     | 0.00          |      |        |            |
| E 24  | WKMG | 09/20/12          | 09/20/12        | M-F David Letterman<br>David Letterman         | CM    | 1136p-1238a    | ---1---           | :30 | 1     | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ---1---  |       |                | 1                 |     |       | \$700.00    |     | 0.00          |      |        |            |
| E 25  | WKMG | 09/20/12          | 09/20/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | ---1---           | :30 | 1     | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ---1---  |       |                | 1                 |     |       | \$800.00    |     | 0.00          |      |        |            |
| E 26  | WKMG | 09/20/12          | 09/20/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | ---1---           | :30 | 1     | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ---1---  |       |                | 1                 |     |       | \$700.00    |     | 0.00          |      |        |            |
| E 27  | WKMG | 09/20/12          | 09/20/12        | 2-3p The Talk<br>The Talk                      | CM    | 2-3p           | ---1---           | :30 | 1     | \$600.00    | P-3 | 0.00          | NM   | 1      | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ---1---  |       |                | 1                 |     |       | \$600.00    |     | 0.00          |      |        |            |
| E 28  | WKMG | 09/20/12          | 09/20/12        | 4-430p Extra<br>Extra                          | CM    | 4-430p         | ---1---           | :30 | 1     | \$450.00    | P-3 | 0.00          | NM   | 1      | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ---1---  |       |                | 1                 |     |       | \$450.00    |     | 0.00          |      |        |            |



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Contract / Revision

258060

Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1561

|       |      |                   |                 |  |       |                |                   |     |       |             |     |               | Totals |            |
|-------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days              | Len | Spots | Rate        | Pri | Rtg Type      | Spots  | Amount     |
| E 28  | WKMG | 09/20/12          | 09/20/12        | 4-430p Extra<br>Extra                          | CM    | 4-430p         | ---1---           | :30 | 1     | \$450.00    | P-3 | 0.00 NM       | 1      | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ---1---  |       |                | 1                 |     |       | \$450.00    |     | 0.00          |        |            |
| E 29  | WKMG | 09/20/12          | 09/20/12        | News at 5p<br>News at 5p                       | CM    | 5-530p         | ---1---           | :30 | 1     | \$800.00    | P-3 | 0.00 NM       | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ---1---  |       |                | 1                 |     |       | \$800.00    |     | 0.00          |        |            |
| E 30  | WKMG | 09/20/12          | 09/20/12        | Morn News at 530a<br>Morn News at 530a         | CM    | 530-6a         | ---1---           | :30 | 1     | \$300.00    | P-3 | 0.00 NM       | 1      | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ---1---  |       |                | 1                 |     |       | \$300.00    |     | 0.00          |        |            |
| E 31  | WKMG | 09/20/12          | 09/20/12        | News at 7p<br>News at 7p                       | CM    | 7-7:30p        | ---1---           | :30 | 1     | \$1,200.00  | P-3 | 0.00 NM       | 1      | \$1,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ---1---  |       |                | 1                 |     |       | \$1,200.00  |     | 0.00          |        |            |
| E 32  | WKMG | 09/20/12          | 09/20/12        | 9-10a Rachael Ray<br>Rachael Ray               | CM    | 9-10a          | ---1---           | :30 | 1     | \$350.00    | P-3 | 0.00 NM       | 1      | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ---1---  |       |                | 1                 |     |       | \$350.00    |     | 0.00          |        |            |
| E 33  | WKMG | 09/18/12          | 09/18/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | -1-----           | :30 | 1     | \$800.00    | P-3 | 0.00 NM       | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -1-----  |       |                | 1                 |     |       | \$800.00    |     | 0.00          |        |            |
| E 34  | WKMG | 09/18/12          | 09/18/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | -1-----           | :30 | 1     | \$800.00    | P-3 | 0.00 NM       | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -1-----  |       |                | 1                 |     |       | \$800.00    |     | 0.00          |        |            |
| E 35  | WKMG | 09/18/12          | 09/18/12        | 3-4p Nate/Doctors 9/10<br>The Doctors          | CM    | 3-4p           | -1-----           | :30 | 1     | \$350.00    | P-3 | 0.00 NM       | 1      | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -1-----  |       |                | 1                 |     |       | \$350.00    |     | 0.00          |        |            |
| E 36  | WKMG | 09/18/12          | 09/18/12        | Morn News at 530a<br>Morn News at 530a         | CM    | 530-6a         | -1-----           | :30 | 1     | \$300.00    | P-3 | 0.00 NM       | 1      | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -1-----  |       |                | 1                 |     |       | \$300.00    |     | 0.00          |        |            |
| E 37  | WKMG | 09/18/12          | 09/18/12        | 9-10a Rachael Ray<br>Rachael Ray               | CM    | 9-10a          | -1-----           | :30 | 1     | \$350.00    | P-3 | 0.00 NM       | 1      | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | -1-----  |       |                | 1                 |     |       | \$350.00    |     | 0.00          |        |            |
| E 38  | WKMG | 09/19/12          | 09/19/12        | M-F Late Late Show<br>Late Late Show           | CM    | 109-210a       | --1----           | :30 | 1     | \$250.00    | P-3 | 0.00 NM       | 1      | \$250.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --1----  |       |                | 1                 |     |       | \$250.00    |     | 0.00          |        |            |
| E 39  | WKMG | 09/19/12          | 09/19/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | --1----           | :30 | 1     | \$800.00    | P-3 | 0.00 NM       | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --1----  |       |                | 1                 |     |       | \$800.00    |     | 0.00          |        |            |
| E 40  | WKMG | 09/19/12          | 09/19/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | --1----           | :30 | 1     | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --1----  |       |                | 1                 |     |       | \$700.00    |     | 0.00          |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision **258060** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser **ISS/Priorities USA Action** Product **PRIORITIES USA ACT**

Estimate # **1561**

| Ln     | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Totals |             |
|--------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|-------------|
|        |      |                   |                 |  |       |                   |         |     |       |             |     |               |      | Spots  | Amount      |
| E 40   | WKMG | 09/19/12          | 09/19/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p          | --1---- | :30 | 1     | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        |      | Week: 09/17/12    | 09/23/12        | --1----  |       | 1                 |         |     |       | \$700.00    |     | 0.00          |      |        |             |
| E 41   | WKMG | 09/19/12          | 09/19/12        | 2-3p The Talk<br>The Talk                      | CM    | 2-3p              | --1---- | :30 | 1     | \$600.00    | P-3 | 0.00          | NM   | 1      | \$600.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        |      | Week: 09/17/12    | 09/23/12        | --1----  |       | 1                 |         |     |       | \$600.00    |     | 0.00          |      |        |             |
| E 42   | WKMG | 09/19/12          | 09/19/12        | 430-5p Inside Edition<br>Inside Edition        | CM    | 430-5P            | --1---- | :30 | 1     | \$550.00    | P-3 | 0.00          | NM   | 1      | \$550.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        |      | Week: 09/17/12    | 09/23/12        | --1----  |       | 1                 |         |     |       | \$550.00    |     | 0.00          |      |        |             |
| E 43   | WKMG | 09/19/12          | 09/19/12        | News at 6p<br>News at 6p                       | CM    | 6-630p            | --1---- | :30 | 1     | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        |      | Week: 09/17/12    | 09/23/12        | --1----  |       | 1                 |         |     |       | \$1,000.00  |     | 0.00          |      |        |             |
| E 44   | WKMG | 09/19/12          | 09/19/12        | Morn News at 6a<br>Morn News at 6a             | CM    | 6-7a              | --1---- | :30 | 1     | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        |      | Week: 09/17/12    | 09/23/12        | --1----  |       | 1                 |         |     |       | \$500.00    |     | 0.00          |      |        |             |
| E 45   | WKMG | 09/19/12          | 09/19/12        | M-F 7:30-8p Inside Ed<br>Inside Edition        | CM    | 730-8p            | --1---- | :30 | 1     | \$1,200.00  | P-3 | 0.00          | NM   | 1      | \$1,200.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        |      | Week: 09/17/12    | 09/23/12        | --1----  |       | 1                 |         |     |       | \$1,200.00  |     | 0.00          |      |        |             |
| Totals |      |                   |                 |  |       |                   |         |     |       |             |     |               |      | 45     | \$26,800.00 |



WKMG

# ORDER

Print Date 08/30/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision 258059 /

Original Date / Revision  
08/30/12 08/30/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE  
Washington, DC 20003

Product  
PRIORITIES USA ACT

Agency Com 15%

Billing Contact

1322 G. Street, SE  
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1563

Alt Order # 06301431

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue,PL-Non-Ballot-Relate

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 34150

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

| Month        | # of Spots | Net Amount  | Gross Amount | Rating |
|--------------|------------|-------------|--------------|--------|
| October 2012 | 39         | \$29,027.50 | \$34,150.00  | 0.00   |
| Totals       | 39         | \$29,027.50 | \$34,150.00  | 0.00   |

## Billing Plan

| Month        | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 39         | \$29,027.50 | \$34,150.00  | 0.00   | 10/01/12   | 10/08/12 | 39      | \$29,027.50 | \$34,150.00  |
| Totals       | 39         | \$29,027.50 | \$34,150.00  | 0.00   |            |          |         |             |              |

| Ln  | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Totals |            |
|-----|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|------------|
|     |      |                   |                 |  |       |                   |         |     |       |             |     |               |      | Spots  | Amount     |
| E 1 | WKMG | 10/05/12          | 10/05/12        | M-F David Letterman<br>David Letterman         | CM    | 1136p-1238a       | ----1-- | :30 | 1     | \$900.00    | P-3 | 0.00          | NM   | 1      | \$900.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 10/01/12    | 10/07/12        | ----1--  |       | 1                 |         |     |       | \$900.00    |     | 0.00          |      |        |            |
| E 2 | WKMG | 10/05/12          | 10/05/12        | Fri Amer Tks Parade<br>No Show                 | CM    | 11a-12p           | ----1-- | :30 | 1     | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 10/01/12    | 10/07/12        | ----1--  |       | 1                 |         |     |       | \$1,000.00  |     | 0.00          |      |        |            |
| E 3 | WKMG | 10/05/12          | 10/05/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p          | ----1-- | :30 | 1     | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 10/01/12    | 10/07/12        | ----1--  |       | 1                 |         |     |       | \$1,000.00  |     | 0.00          |      |        |            |
| E 4 | WKMG | 10/05/12          | 10/05/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p          | ----1-- | :30 | 1     | \$900.00    | P-3 | 0.00          | NM   | 1      | \$900.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 10/01/12    | 10/07/12        | ----1--  |       | 1                 |         |     |       | \$900.00    |     | 0.00          |      |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision **258059** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser **ISS/Priorities USA Action** Product **PRIORITIES USA ACT**

Estimate # **1563**

|       |      |                   |                 |   |       |                |         |     |                   |             |     |               |      | Totals |            |
|-------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                    | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount     |
| E 4   | WKMG | 10/05/12          | 10/05/12        | Local 6 News 12-1230p CM<br>Local 6 News 12-1230p | CM    | 12-1230p       | ----1-- | :30 | 1                 | \$900.00    | P-3 | 0.00          | NM   | 1      | \$900.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/01/12          | 10/07/12        | ----1--   |       |                |         |     | 1                 | \$900.00    |     | 0.00          |      |        |            |
| E 5   | WKMG | 10/05/12          | 10/05/12        | CBS This Morning<br>The Early Show                | CM    | 7-9a           | ----1-- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/01/12          | 10/07/12        | ----1--   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| E 6   | WKMG | 10/05/12          | 10/05/12        | 9-10a Rachael Ray<br>Rachael Ray                  | CM    | 9-10a          | ----1-- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/01/12          | 10/07/12        | ----1--   |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| E 7   | WKMG | 10/08/12          | 10/08/12        | 11-12p Price Is Right<br>Price Is Right           | CM    | 11a-12p        | 1-----  | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | 1-----  |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| E 8   | WKMG | 10/08/12          | 10/08/12        | 1230-2p CBS Soaps<br>Soaps                        | CM    | 12:30-2p       | 1-----  | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | 1-----  |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| E 9   | WKMG | 10/08/12          | 10/08/12        | 2-3p The Talk<br>The Talk                         | CM    | 2-3p           | 1-----  | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | 1-----  |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| E 10  | WKMG | 10/08/12          | 10/08/12        | Morn News at 6a<br>Morn News at 6a                | CM    | 6-7a           | 1-----  | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | 1-----  |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| E 11  | WKMG | 10/08/12          | 10/08/12        | News at 7p<br>News at 7p                          | CM    | 7-7:30p        | 1-----  | :30 | 1                 | \$1,500.00  | P-3 | 0.00          | NM   | 1      | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | 1-----  |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |      |        |            |
| E 12  | WKMG | 10/06/12          | 10/06/12        | Sat 1135p-1205a<br>Inside Edition Wknd            | CM    | 1135p-1205a    | -----1- | :30 | 1                 | \$750.00    | P-3 | 0.00          | NM   | 1      | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/01/12          | 10/07/12        | -----1-   |       |                |         |     | 1                 | \$750.00    |     | 0.00          |      |        |            |
| E 13  | WKMG | 10/06/12          | 10/06/12        | Sat 1205-105a<br>Extra Wknd                       | CM    | 1205-105a      | -----1- | :30 | 1                 | \$650.00    | P-3 | 0.00          | NM   | 1      | \$650.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/01/12          | 10/07/12        | -----1-   |       |                |         |     | 1                 | \$650.00    |     | 0.00          |      |        |            |
| E 14  | WKMG | 10/06/12          | 10/06/12        | Sat 6p News<br>Sat Local 6 News at 6p             | CM    | 6-630p         | -----1- | :30 | 1                 | \$750.00    | P-3 | 0.00          | NM   | 1      | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/01/12          | 10/07/12        | -----1-   |       |                |         |     | 1                 | \$750.00    |     | 0.00          |      |        |            |
| E 15  | WKMG | 10/06/12          | 10/06/12        | 7-9a CBS This Morn SaCM<br>7-9a Sat Early Show    | CM    | 7-9a           | -----1- | :30 | 1                 | \$600.00    | P-3 | 0.00          | NM   | 1      | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/01/12          | 10/07/12        | -----1-   |       |                |         |     | 1                 | \$600.00    |     | 0.00          |      |        |            |
| E 16  | WKMG | 10/07/12          | 10/07/12        | Sun 1135p-1235a<br>Without a Trace                | CM    | 1135p-1235a    | -----1  | :30 | 1                 | \$750.00    | P-3 | 0.00          | NM   | 1      | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/01/12          | 10/07/12        | -----1  |       |                |         |     | 1                 | \$750.00    |     | 0.00          |      |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision

258059

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1563

|       |      |                   |                 |  |       |                |                   |     |       |             |     |               | Totals |            |
|-------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days              | Len | Spots | Rate        | Pri | Rtg Type      | Spots  | Amount     |
| E 16  | WKMG | 10/07/12          | 10/07/12        | Sun 1135p-1235a<br>Without a Trace             | CM    | 1135p-1235a    | -----1            | :30 | 1     | \$750.00    | P-3 | 0.00 NM       | 1      | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | -----1   |       |                | 1                 |     |       | \$750.00    |     | 0.00          |        |            |
| E 17  | WKMG | 10/07/12          | 10/07/12        | Sun 1235-135a<br>Cold Case                     | CM    | 1235-135a      | -----1            | :30 | 1     | \$650.00    | P-3 | 0.00 NM       | 1      | \$650.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | -----1   |       |                | 1                 |     |       | \$650.00    |     | 0.00          |        |            |
| E 18  | WKMG | 10/07/12          | 10/07/12        | 6-830a Sun News<br>6-830a Sun News             | CM    | 6a-830a        | -----1            | :30 | 1     | \$400.00    | P-3 | 0.00 NM       | 1      | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | -----1   |       |                | 1                 |     |       | \$400.00    |     | 0.00          |        |            |
| E 19  | WKMG | 10/04/12          | 10/04/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | ---1---           | :30 | 1     | \$900.00    | P-3 | 0.00 NM       | 1      | \$900.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | ---1---  |       |                | 1                 |     |       | \$900.00    |     | 0.00          |        |            |
| E 20  | WKMG | 10/04/12          | 10/04/12        | 4-430p Extra<br>Extra                          | CM    | 4-430p         | ---1---           | :30 | 1     | \$800.00    | P-3 | 0.00 NM       | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | ---1---  |       |                | 1                 |     |       | \$800.00    |     | 0.00          |        |            |
| E 21  | WKMG | 10/04/12          | 10/04/12        | News at 5p<br>News at 5p                       | CM    | 5-530p         | ---1---           | :30 | 1     | \$1,000.00  | P-3 | 0.00 NM       | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | ---1---  |       |                | 1                 |     |       | \$1,000.00  |     | 0.00          |        |            |
| E 22  | WKMG | 10/04/12          | 10/04/12        | Morn News at 530a<br>Morn News at 530a         | CM    | 530-6a         | ---1---           | :30 | 1     | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | ---1---  |       |                | 1                 |     |       | \$700.00    |     | 0.00          |        |            |
| E 23  | WKMG | 10/04/12          | 10/04/12        | News at 6p<br>News at 6p                       | CM    | 6-630p         | ---1---           | :30 | 1     | \$1,200.00  | P-3 | 0.00 NM       | 1      | \$1,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | ---1---  |       |                | 1                 |     |       | \$1,200.00  |     | 0.00          |        |            |
| E 24  | WKMG | 10/04/12          | 10/04/12        | Morn News at 6a<br>Morn News at 6a             | CM    | 6-7a           | ---1---           | :30 | 1     | \$800.00    | P-3 | 0.00 NM       | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | ---1---  |       |                | 1                 |     |       | \$800.00    |     | 0.00          |        |            |
| E 25  | WKMG | 10/04/12          | 10/04/12        | M-F 7:30-8p Inside Ed<br>Inside Edition        | CM    | 730-8p         | ---1---           | :30 | 1     | \$1,500.00  | P-3 | 0.00 NM       | 1      | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | ---1---  |       |                | 1                 |     |       | \$1,500.00  |     | 0.00          |        |            |
| E 26  | WKMG | 10/02/12          | 10/02/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | -1-----           | :30 | 1     | \$900.00    | P-3 | 0.00 NM       | 1      | \$900.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | -1-----  |       |                | 1                 |     |       | \$900.00    |     | 0.00          |        |            |
| E 27  | WKMG | 10/02/12          | 10/02/12        | 4-430p Extra<br>Extra                          | CM    | 4-430p         | -1-----           | :30 | 1     | \$800.00    | P-3 | 0.00 NM       | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | -1-----  |       |                | 1                 |     |       | \$800.00    |     | 0.00          |        |            |
| E 28  | WKMG | 10/02/12          | 10/02/12        | News at 5p<br>News at 5p                       | CM    | 5-530p         | -1-----           | :30 | 1     | \$1,000.00  | P-3 | 0.00 NM       | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/01/12          | 10/07/12        | -1-----  |       |                | 1                 |     |       | \$1,000.00  |     | 0.00          |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision

258059

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1563

|       |      |                   |                 |   |       |                |         |     |                   |             |     |               | Totals |                |
|-------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|----------------|
| Ln    | Ch   | Start             | End             | Inventory Code                          | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount         |
| E 28  | WKMG | 10/02/12          | 10/02/12        | News at 5p<br>News at 5p                | CM    | 5-530p         | -1----- | :30 | 1                 | \$1,000.00  | P-3 | 0.00 NM       | 1      | \$1,000.00     |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/01/12          | 10/07/12        | -1-----                                 |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |                |
| E 29  | WKMG | 10/02/12          | 10/02/12        | News at 6p<br>News at 6p                | CM    | 6-630p         | -1----- | :30 | 1                 | \$1,200.00  | P-3 | 0.00 NM       | 1      | \$1,200.00     |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/01/12          | 10/07/12        | -1-----                                 |       |                |         |     | 1                 | \$1,200.00  |     | 0.00          |        |                |
| E 30  | WKMG | 10/02/12          | 10/02/12        | M-F 7:30-8p Inside Ed<br>Inside Edition | CM    | 730-8p         | -1----- | :30 | 1                 | \$1,500.00  | P-3 | 0.00 NM       | 1      | \$1,500.00     |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/01/12          | 10/07/12        | -1-----                                 |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |        |                |
| E 31  | WKMG | 10/02/12          | 10/02/12        | 9-10a Rachael Ray<br>Rachael Ray        | CM    | 9-10a          | -1----- | :30 | 1                 | \$500.00    | P-3 | 0.00 NM       | 1      | \$500.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/01/12          | 10/07/12        | -1-----                                 |       |                |         |     | 1                 | \$500.00    |     | 0.00          |        |                |
| E 32  | WKMG | 10/03/12          | 10/03/12        | M-F David Letterman<br>David Letterman  | CM    | 1136p-1238a    | --1---- | :30 | 1                 | \$900.00    | P-3 | 0.00 NM       | 1      | \$900.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/01/12          | 10/07/12        | --1----                                 |       |                |         |     | 1                 | \$900.00    |     | 0.00          |        |                |
| E 33  | WKMG | 10/03/12          | 10/03/12        | 11-12p Price Is Right<br>Price Is Right | CM    | 11a-12p        | --1---- | :30 | 1                 | \$1,000.00  | P-3 | 0.00 NM       | 1      | \$1,000.00     |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/01/12          | 10/07/12        | --1----                                 |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |                |
| E 34  | WKMG | 10/03/12          | 10/03/12        | 1230-2p CBS Soaps<br>Soaps              | CM    | 12:30-2p       | --1---- | :30 | 1                 | \$1,000.00  | P-3 | 0.00 NM       | 1      | \$1,000.00     |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/01/12          | 10/07/12        | --1----                                 |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |                |
| E 35  | WKMG | 10/03/12          | 10/03/12        | 2-3p The Talk<br>The Talk               | CM    | 2-3p           | --1---- | :30 | 1                 | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/01/12          | 10/07/12        | --1----                                 |       |                |         |     | 1                 | \$700.00    |     | 0.00          |        |                |
| E 36  | WKMG | 10/03/12          | 10/03/12        | Morn News at 5a<br>Morn News at 5a      | CM    | 5-530a         | --1---- | :30 | 1                 | \$500.00    | P-3 | 0.00 NM       | 1      | \$500.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/01/12          | 10/07/12        | --1----                                 |       |                |         |     | 1                 | \$500.00    |     | 0.00          |        |                |
| E 37  | WKMG | 10/03/12          | 10/03/12        | News at 7p<br>News at 7p                | CM    | 7-7:30p        | --1---- | :30 | 1                 | \$1,500.00  | P-3 | 0.00 NM       | 1      | \$1,500.00     |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/01/12          | 10/07/12        | --1----                                 |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |        |                |
| E 38  | WKMG | 10/03/12          | 10/03/12        | CBS This Morning<br>The Early Show      | CM    | 7-9a           | --1---- | :30 | 1                 | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/01/12          | 10/07/12        | --1----                                 |       |                |         |     | 1                 | \$700.00    |     | 0.00          |        |                |
| E 39  | WKMG | 10/03/12          | 10/03/12        | 9-10a Rachael Ray<br>Rachael Ray        | CM    | 9-10a          | --1---- | :30 | 1                 | \$500.00    | P-3 | 0.00 NM       | 1      | \$500.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/01/12          | 10/07/12        | --1----                                 |       |                |         |     | 1                 | \$500.00    |     | 0.00          |        |                |
|       |      |                   |                 |   |       |                |         |     |                   |             |     |               | Totals | 39 \$34,150.00 |





WKMG

# ORDER

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Flight Dates 10/23/12-10/29/12

Contract / Revision 258057 /

Original Date / Revision 08/30/12 08/30/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE  
Washington, DC 20003

Product PRIORITIES USA ACT

Agency Com 15%

Billing Contact

1322 G. Street, SE  
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1566

Alt Order # 06301407

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue, PL-Non-Ballot-Relate

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 57850

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

| Month         | # of Spots | Net Amount  | Gross Amount | Rating |
|---------------|------------|-------------|--------------|--------|
| October 2012  | 46         | \$40,927.50 | \$48,150.00  | 0.00   |
| November 2012 | 9          | \$8,245.00  | \$9,700.00   | 0.00   |
| Totals        | 55         | \$49,172.50 | \$57,850.00  | 0.00   |

## Billing Plan

| Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12   | 10/28/12 | 46      | \$40,927.50 | \$48,150.00  |
| 10/29/12   | 10/29/12 | 9       | \$8,245.00  | \$9,700.00   |

| Ln    | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time    | Days    | Len | Spots       | Rate     | Pri           | Rtg  | Type | Spots | Amount   |
|-------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|----------|---------------|------|------|-------|----------|
| E 1   | WKMG | 10/29/12          | 10/29/12        | Morn News at 5a<br>Morn News at 5a     | CM    | 5-530a            | 1-----  | :30 | 1           | \$500.00 | P-3           | 0.00 | NM   | 1     | \$500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |          |
| Week: |      | 10/29/12          | 11/04/12        | 1-----                                 |       | 1                 |         |     | \$500.00    |          | 0.00          |      |      |       |          |
| E 2   | WKMG | 10/24/12          | 10/24/12        | Morn News at 5a<br>Morn News at 5a     | CM    | 5-530a            | --1---- | :30 | 1           | \$500.00 | P-3           | 0.00 | NM   | 1     | \$500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |          |
| Week: |      | 10/22/12          | 10/28/12        | --1----                                |       | 1                 |         |     | \$500.00    |          | 0.00          |      |      |       |          |
| E 3   | WKMG | 10/25/12          | 10/25/12        | Morn News at 530a<br>Morn News at 530a | CM    | 530-6a            | ---1--- | :30 | 1           | \$700.00 | P-3           | 0.00 | NM   | 1     | \$700.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |          |
| Week: |      | 10/22/12          | 10/28/12        | ---1---                                |       | 1                 |         |     | \$700.00    |          | 0.00          |      |      |       |          |
| E 4   | WKMG | 10/29/12          | 10/29/12        | Morn News at 6a<br>Morn News at 6a     | CM    | 6-7a              | 1-----  | :30 | 1           | \$800.00 | P-3           | 0.00 | NM   | 1     | \$800.00 |



WKMG

Print Date: 08/30/12

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Contract / Revision

258057

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1566

|       |      |                   |                 |   |       |                |                   |     |             |            |               |          | Totals |            |
|-------|------|-------------------|-----------------|---|-------|----------------|-------------------|-----|-------------|------------|---------------|----------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                          | Break | Start/End Time | Days              | Len | Spots       | Rate       | Pri           | Rtg Type | Spots  | Amount     |
| E 4   | WKMG | 10/29/12          | 10/29/12        | Morn News at 6a<br>Morn News at 6a      | CM    | 6-7a           | 1-----            | :30 | 1           | \$800.00   | P-3           | 0.00 NM  | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | 1-----                                  |       |                | 1                 |     | \$800.00    |            | 0.00          |          |        |            |
| E 5   | WKMG | 10/23/12          | 10/23/12        | Morn News at 6a<br>Morn News at 6a      | CM    | 6-7a           | -1-----           | :30 | 1           | \$800.00   | P-3           | 0.00 NM  | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -1-----                                 |       |                | 1                 |     | \$800.00    |            | 0.00          |          |        |            |
| E 6   | WKMG | 10/25/12          | 10/25/12        | Morn News at 6a<br>Morn News at 6a      | CM    | 6-7a           | ---1---           | :30 | 1           | \$800.00   | P-3           | 0.00 NM  | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ---1---                                 |       |                | 1                 |     | \$800.00    |            | 0.00          |          |        |            |
| E 7   | WKMG | 10/26/12          | 10/26/12        | Morn News at 6a<br>Morn News at 6a      | CM    | 6-7a           | ----1--           | :30 | 1           | \$800.00   | P-3           | 0.00 NM  | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ----1--                                 |       |                | 1                 |     | \$800.00    |            | 0.00          |          |        |            |
| E 8   | WKMG | 10/24/12          | 10/24/12        | CBS This Morning<br>The Early Show      | CM    | 7-9a           | --1----           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | --1----                                 |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| E 9   | WKMG | 10/25/12          | 10/25/12        | CBS This Morning<br>The Early Show      | CM    | 7-9a           | ---1---           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ---1---                                 |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| E 10  | WKMG | 10/26/12          | 10/26/12        | CBS This Morning<br>The Early Show      | CM    | 7-9a           | ----1--           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ----1--                                 |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| E 11  | WKMG | 10/23/12          | 10/23/12        | 9-10a Rachael Ray<br>Rachael Ray        | CM    | 9-10a          | -1-----           | :30 | 1           | \$500.00   | P-3           | 0.00 NM  | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -1-----                                 |       |                | 1                 |     | \$500.00    |            | 0.00          |          |        |            |
| E 12  | WKMG | 10/26/12          | 10/26/12        | 9-10a Rachael Ray<br>Rachael Ray        | CM    | 9-10a          | ----1--           | :30 | 1           | \$500.00   | P-3           | 0.00 NM  | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ----1--                                 |       |                | 1                 |     | \$500.00    |            | 0.00          |          |        |            |
| E 13  | WKMG | 10/29/12          | 10/29/12        | 11-12p Price Is Right<br>Price Is Right | CM    | 11a-12p        | 1-----            | :30 | 1           | \$1,400.00 | P-3           | 0.00 NM  | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | 1-----                                  |       |                | 1                 |     | \$1,400.00  |            | 0.00          |          |        |            |
| E 14  | WKMG | 10/23/12          | 10/23/12        | 11-12p Price Is Right<br>Price Is Right | CM    | 11a-12p        | -1-----           | :30 | 1           | \$1,400.00 | P-3           | 0.00 NM  | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -1-----                                 |       |                | 1                 |     | \$1,400.00  |            | 0.00          |          |        |            |
| E 15  | WKMG | 10/24/12          | 10/24/12        | 11-12p Price Is Right<br>Price Is Right | CM    | 11a-12p        | --1----           | :30 | 1           | \$1,400.00 | P-3           | 0.00 NM  | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | --1----                                 |       |                | 1                 |     | \$1,400.00  |            | 0.00          |          |        |            |
| E 16  | WKMG | 10/25/12          | 10/25/12        | 11-12p Price Is Right<br>Price Is Right | CM    | 11a-12p        | ---1---           | :30 | 1           | \$1,400.00 | P-3           | 0.00 NM  | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ---1---                                 |       |                | 1                 |     | \$1,400.00  |            | 0.00          |          |        |            |



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Contract / Revision

258057

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1566

|       |      |                   |                 |  |       |                |         |     |                   |             |     |               | Totals |            |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount     |
| E 16  | WKMG | 10/25/12          | 10/25/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | ---1--- | :30 | 1                 | \$1,400.00  | P-3 | 0.00 NM       | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ---1---  |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |        |            |
| E 17  | WKMG | 10/26/12          | 10/26/12        | Fri Amer Tks Parade<br>No Show                 | CM    | 11a-12p        | ----1-- | :30 | 1                 | \$1,400.00  | P-3 | 0.00 NM       | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ----1--  |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |        |            |
| E 18  | WKMG | 10/29/12          | 10/29/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | 1-----  | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | 1-----   |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| E 19  | WKMG | 10/23/12          | 10/23/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | -1----- | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -1-----  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| E 20  | WKMG | 10/24/12          | 10/24/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | --1---- | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | --1----  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| E 21  | WKMG | 10/25/12          | 10/25/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | ---1--- | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ---1---  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| E 22  | WKMG | 10/26/12          | 10/26/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | ----1-- | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ----1--  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| E 23  | WKMG | 10/29/12          | 10/29/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | 1-----  | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | 1-----   |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| E 24  | WKMG | 10/24/12          | 10/24/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | --1---- | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | --1----  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| E 25  | WKMG | 10/25/12          | 10/25/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | ---1--- | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ---1---  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| E 26  | WKMG | 10/26/12          | 10/26/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | ----1-- | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ----1--  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| E 27  | WKMG | 10/29/12          | 10/29/12        | 2-3p The Talk<br>The Talk                      | CM    | 2-3p           | 1-----  | :30 | 1                 | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | 1-----   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |        |            |
| E 28  | WKMG | 10/23/12          | 10/23/12        | 2-3p The Talk<br>The Talk                      | CM    | 2-3p           | -1----- | :30 | 1                 | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -1-----  |       |                |         |     | 1                 | \$700.00    |     | 0.00          |        |            |



WKMG

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Contract / Revision

258057

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1566

|       |      |                   |                 |                           |       |                |                   |     |             |            |               |          | Totals |            |
|-------|------|-------------------|-----------------|---------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|----------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code            | Break | Start/End Time | Days              | Len | Spots       | Rate       | Pri           | Rtg Type | Spots  | Amount     |
| E 28  | WKMG | 10/23/12          | 10/23/12        | 2-3p The Talk<br>The Talk | CM    | 2-3p           | -1-----           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -1-----                   |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| E 29  | WKMG | 10/24/12          | 10/24/12        | 2-3p The Talk<br>The Talk | CM    | 2-3p           | --1----           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | --1----                   |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| E 30  | WKMG | 10/25/12          | 10/25/12        | 2-3p The Talk<br>The Talk | CM    | 2-3p           | ---1---           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ---1---                   |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| E 31  | WKMG | 10/23/12          | 10/23/12        | 4-430p Extra<br>Extra     | CM    | 4-430p         | -1-----           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -1-----                   |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| E 32  | WKMG | 10/25/12          | 10/25/12        | 4-430p Extra<br>Extra     | CM    | 4-430p         | ---1---           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ---1---                   |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| E 33  | WKMG | 10/29/12          | 10/29/12        | News at 5p<br>News at 5p  | CM    | 5-530p         | 1-----            | :30 | 1           | \$1,000.00 | P-3           | 0.00 NM  | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | 1-----                    |       |                | 1                 |     | \$1,000.00  |            | 0.00          |          |        |            |
| E 34  | WKMG | 10/23/12          | 10/23/12        | News at 5p<br>News at 5p  | CM    | 5-530p         | -1-----           | :30 | 1           | \$1,000.00 | P-3           | 0.00 NM  | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -1-----                   |       |                | 1                 |     | \$1,000.00  |            | 0.00          |          |        |            |
| E 35  | WKMG | 10/25/12          | 10/25/12        | News at 5p<br>News at 5p  | CM    | 5-530p         | ---1---           | :30 | 1           | \$1,000.00 | P-3           | 0.00 NM  | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ---1---                   |       |                | 1                 |     | \$1,000.00  |            | 0.00          |          |        |            |
| E 36  | WKMG | 10/23/12          | 10/23/12        | News at 6p<br>News at 6p  | CM    | 6-630p         | -1-----           | :30 | 1           | \$1,400.00 | P-3           | 0.00 NM  | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -1-----                   |       |                | 1                 |     | \$1,400.00  |            | 0.00          |          |        |            |
| E 37  | WKMG | 10/25/12          | 10/25/12        | News at 6p<br>News at 6p  | CM    | 6-630p         | ---1---           | :30 | 1           | \$1,400.00 | P-3           | 0.00 NM  | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ---1---                   |       |                | 1                 |     | \$1,400.00  |            | 0.00          |          |        |            |
| E 38  | WKMG | 10/26/12          | 10/26/12        | News at 6p<br>News at 6p  | CM    | 6-630p         | ----1--           | :30 | 1           | \$1,400.00 | P-3           | 0.00 NM  | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ----1--                   |       |                | 1                 |     | \$1,400.00  |            | 0.00          |          |        |            |
| E 39  | WKMG | 10/29/12          | 10/29/12        | News at 7p<br>News at 7p  | CM    | 7-7:30p        | 1-----            | :30 | 1           | \$1,800.00 | P-3           | 0.00 NM  | 1      | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | 1-----                    |       |                | 1                 |     | \$1,800.00  |            | 0.00          |          |        |            |
| E 40  | WKMG | 10/23/12          | 10/23/12        | News at 7p<br>News at 7p  | CM    | 7-7:30p        | -1-----           | :30 | 1           | \$1,800.00 | P-3           | 0.00 NM  | 1      | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -1-----                   |       |                | 1                 |     | \$1,800.00  |            | 0.00          |          |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision

258057

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1566

| Ln   | Ch   | Start             | End             | Inventory Code                                | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|      |      |                   |                 |   |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
| E 40 | WKMG | 10/23/12          | 10/23/12        | News at 7p<br>News at 7p                      | CM    | 7-7:30p        | -1----- | :30 | 1                 | \$1,800.00  | P-3 | 0.00          | NM   | 1      | \$1,800.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | -1-----                                       |       |                |         |     | 1                 | \$1,800.00  |     | 0.00          |      |        |            |
| E 41 | WKMG | 10/24/12          | 10/24/12        | News at 7p<br>News at 7p                      | CM    | 7-7:30p        | --1---- | :30 | 1                 | \$1,800.00  | P-3 | 0.00          | NM   | 1      | \$1,800.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | --1----                                       |       |                |         |     | 1                 | \$1,800.00  |     | 0.00          |      |        |            |
| E 42 | WKMG | 10/23/12          | 10/23/12        | M-F 7:30-8p Inside Ed<br>Inside Edition       | CM    | 730-8p         | -1----- | :30 | 1                 | \$1,500.00  | P-3 | 0.00          | NM   | 1      | \$1,500.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | -1-----                                       |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |      |        |            |
| E 43 | WKMG | 10/25/12          | 10/25/12        | M-F 7:30-8p Inside Ed<br>Inside Edition       | CM    | 730-8p         | ---1--- | :30 | 1                 | \$1,500.00  | P-3 | 0.00          | NM   | 1      | \$1,500.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | ---1---                                       |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |      |        |            |
| E 44 | WKMG | 10/26/12          | 10/26/12        | M-F 7:30-8p Inside Ed<br>Inside Edition       | CM    | 730-8p         | ----1-- | :30 | 1                 | \$1,500.00  | P-3 | 0.00          | NM   | 1      | \$1,500.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | ----1--                                       |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |      |        |            |
| E 45 | WKMG | 10/29/12          | 10/29/12        | M-F David Letterman<br>David Letterman        | CM    | 1136p-1238a    | 1-----  | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/29/12    | 11/04/12        | 1-----  |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| E 46 | WKMG | 10/24/12          | 10/24/12        | M-F David Letterman<br>David Letterman        | CM    | 1136p-1238a    | --1---- | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | --1----                                       |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| E 47 | WKMG | 10/26/12          | 10/26/12        | M-F David Letterman<br>David Letterman        | CM    | 1136p-1238a    | ----1-- | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | ----1--                                       |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| E 48 | WKMG | 10/27/12          | 10/27/12        | 7-9a CBS This Morn Sat<br>7-9a Sat Early Show | CM    | 7-9a           | -----1- | :30 | 1                 | \$600.00    | P-3 | 0.00          | NM   | 1      | \$600.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | -----1-                                       |       |                |         |     | 1                 | \$600.00    |     | 0.00          |      |        |            |
| E 49 | WKMG | 10/27/12          | 10/27/12        | Sat 6p News<br>Sat Local 6 News at 6p         | CM    | 6-630p         | -----1- | :30 | 1                 | \$750.00    | P-3 | 0.00          | NM   | 1      | \$750.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | -----1-                                       |       |                |         |     | 1                 | \$750.00    |     | 0.00          |      |        |            |
| E 50 | WKMG | 10/27/12          | 10/27/12        | Sat 1135p-1205a<br>Inside Edition Wknd        | CM    | 1135p-1205a    | -----1- | :30 | 1                 | \$750.00    | P-3 | 0.00          | NM   | 1      | \$750.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | -----1-                                       |       |                |         |     | 1                 | \$750.00    |     | 0.00          |      |        |            |
| E 51 | WKMG | 10/27/12          | 10/27/12        | Sat 1205-105a<br>Extra Wknd                   | CM    | 1205-105a      | -----1- | :30 | 1                 | \$650.00    | P-3 | 0.00          | NM   | 1      | \$650.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | -----1-                                       |       |                |         |     | 1                 | \$650.00    |     | 0.00          |      |        |            |
| E 52 | WKMG | 10/28/12          | 10/28/12        | 6-830a Sun News<br>6-830a Sun News            | CM    | 6a-830a        | -----1  | :30 | 1                 | \$400.00    | P-3 | 0.00          | NM   | 1      | \$400.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | -----1  |       |                |         |     | 1                 | \$400.00    |     | 0.00          |      |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision **258057** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser **ISS/Priorities USA Action** Product **PRIORITIES USA ACT**

Estimate # **1566**

|       |      |                   |                 |  |       |                |        |     |                   |             |     |               | Totals |                |
|-------|------|-------------------|-----------------|--|-------|----------------|--------|-----|-------------------|-------------|-----|---------------|--------|----------------|
| Ln    | Ch   | Start             | End             | Inventory Code                           | Break | Start/End Time | Days   | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount         |
| E 52  | WKMG | 10/28/12          | 10/28/12        | 6-830a Sun News<br>6-830a Sun News       | CM    | 6a-830a        | -----1 | :30 | 1                 | \$400.00    | P-3 | 0.00 NM       | 1      | \$400.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |        |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/22/12          | 10/28/12        | -----1                                   |       |                |        |     | 1                 | \$400.00    |     | 0.00          |        |                |
| E 53  | WKMG | 10/28/12          | 10/28/12        | CBS Sunday Morning<br>CBS Sunday Morning | CM    | 9-1030a        | -----1 | :30 | 1                 | \$2,500.00  | P-3 | 0.00 NM       | 1      | \$2,500.00     |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |        |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/22/12          | 10/28/12        | -----1                                   |       |                |        |     | 1                 | \$2,500.00  |     | 0.00          |        |                |
| E 54  | WKMG | 10/28/12          | 10/28/12        | CBS Evening News<br>CBS Eve News         | CM    | 630-7p         | -----1 | :30 | 1                 | \$900.00    | P-3 | 0.00 NM       | 1      | \$900.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |        |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/22/12          | 10/28/12        | -----1                                   |       |                |        |     | 1                 | \$900.00    |     | 0.00          |        |                |
| E 55  | WKMG | 10/28/12          | 10/28/12        | Sun 1135p-1235a<br>Without a Trace       | CM    | 1135p-1235a    | -----1 | :30 | 1                 | \$750.00    | P-3 | 0.00 NM       | 1      | \$750.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |        |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/22/12          | 10/28/12        | -----1                                   |       |                |        |     | 1                 | \$750.00    |     | 0.00          |        |                |
|       |      |                   |                 |  |       |                |        |     |                   |             |     |               | Totals | 55 \$57,850.00 |



WKMG

# ORDER

Print Date 08/30/12 Page 1 of 6

Flight Dates 10/16/12-10/22/12

Contract / Revision 258056 /

Original Date / Revision 08/30/12 08/30/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE  
Washington, DC 20003

Product PRIORITIES USA ACT

Agency Com 15%

Billing Contact

1322 G. Street, SE  
Washington, DC 20003

Sales Office PHI  
Sales Region NAT  
Agency Ref

Order Sep 00:15:00

Estimate # 1565

Alt Order # 06301405

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue,PL-Non-Ballot-Relate

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 57850

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

## Billing Plan

| Month        | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 55         | \$49,172.50 | \$57,850.00  | 0.00   | 10/01/12   | 10/22/12 | 55      | \$49,172.50 | \$57,850.00  |
| Totals       | 55         | \$49,172.50 | \$57,850.00  | 0.00   |            |          |         |             |              |

| Ln    | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |          |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|----------|
|       |      |                   |                 |  |       |                |         |     |                   |             |     |               |      | Spots  | Amount   |
| 1     | WKMG | 10/22/12          | 10/22/12        | Morn News at 5a<br>Morn News at 5a     | CM    | 5-530a         | 1-----  | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
| Week: |      | 10/22/12          | 10/28/12        | 1-----                                 |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |          |
| 2     | WKMG | 10/17/12          | 10/17/12        | Morn News at 5a<br>Morn News at 5a     | CM    | 5-530a         | --1---- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
| Week: |      | 10/15/12          | 10/21/12        | --1----                                |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |          |
| 3     | WKMG | 10/17/12          | 10/17/12        | Morn News at 530a<br>Morn News at 530a | CM    | 530-6a         | --1---- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
| Week: |      | 10/15/12          | 10/21/12        | --1----                                |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |          |
| 4     | WKMG | 10/18/12          | 10/18/12        | Morn News at 530a<br>Morn News at 530a | CM    | 530-6a         | ---1--- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
| Week: |      | 10/15/12          | 10/21/12        | ---1---                                |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |          |



WKMG

Print Date: 08/30/12

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Contract / Revision

258056

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1565

| Ln | Ch   | Start             | End             | Inventory Code                          | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|----|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|    |      |                   |                 |   |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
| 4  | WKMG | 10/18/12          | 10/18/12        | Morn News at 530a<br>Morn News at 530a  | CM    | 530-6a         | ---1--- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | ---1---                                 |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 5  | WKMG | 10/22/12          | 10/22/12        | Morn News at 6a<br>Morn News at 6a      | CM    | 6-7a           | 1-----  | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | 1-----                                  |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| 6  | WKMG | 10/16/12          | 10/16/12        | Morn News at 6a<br>Morn News at 6a      | CM    | 6-7a           | -1----- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -1-----                                 |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| 7  | WKMG | 10/18/12          | 10/18/12        | Morn News at 6a<br>Morn News at 6a      | CM    | 6-7a           | ---1--- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | ---1---                                 |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| 8  | WKMG | 10/19/12          | 10/19/12        | Morn News at 6a<br>Morn News at 6a      | CM    | 6-7a           | ----1-- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | ----1--                                 |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| 9  | WKMG | 10/17/12          | 10/17/12        | CBS This Morning<br>The Early Show      | CM    | 7-9a           | --1---- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | --1----                                 |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 10 | WKMG | 10/18/12          | 10/18/12        | CBS This Morning<br>The Early Show      | CM    | 7-9a           | ---1--- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | ---1---                                 |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 11 | WKMG | 10/19/12          | 10/19/12        | CBS This Morning<br>The Early Show      | CM    | 7-9a           | ----1-- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | ----1--                                 |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 12 | WKMG | 10/16/12          | 10/16/12        | 9-10a Rachael Ray<br>Rachael Ray        | CM    | 9-10a          | -1----- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -1-----                                 |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 13 | WKMG | 10/17/12          | 10/17/12        | 9-10a Rachael Ray<br>Rachael Ray        | CM    | 9-10a          | --1---- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | --1----                                 |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 14 | WKMG | 10/19/12          | 10/19/12        | 9-10a Rachael Ray<br>Rachael Ray        | CM    | 9-10a          | ----1-- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | ----1--                                 |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 15 | WKMG | 10/22/12          | 10/22/12        | 11-12p Price Is Right<br>Price Is Right | CM    | 11a-12p        | 1-----  | :30 | 1                 | \$1,400.00  | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | 1-----                                  |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |      |        |            |
| 16 | WKMG | 10/17/12          | 10/17/12        | 11-12p Price Is Right<br>Price Is Right | CM    | 11a-12p        | --1---- | :30 | 1                 | \$1,400.00  | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | --1----                                 |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |      |        |            |





WKMG

Print Date: 08/30/12

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Contract / Revision 258056 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1565

|       |      |                   |                 |  |       |                |         |     |                   |             |     |               |      | Totals |            |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount     |
| 16    | WKMG | 10/17/12          | 10/17/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | --1---- | :30 | 1                 | \$1,400.00  | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | --1----  |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |      |        |            |
| 17    | WKMG | 10/19/12          | 10/19/12        | Fri Amer Tks Parade<br>No Show                 | CM    | 11a-12p        | ----1-- | :30 | 1                 | \$1,400.00  | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ----1--  |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |      |        |            |
| 18    | WKMG | 10/22/12          | 10/22/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | 1-----  | :30 | 1                 | \$1,250.00  | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/22/12          | 10/28/12        | 1-----   |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |        |            |
| 19    | WKMG | 10/16/12          | 10/16/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | -1----- | :30 | 1                 | \$1,250.00  | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | -1-----  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |        |            |
| 20    | WKMG | 10/17/12          | 10/17/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | --1---- | :30 | 1                 | \$1,250.00  | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | --1----  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |        |            |
| 21    | WKMG | 10/18/12          | 10/18/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | ---1--- | :30 | 1                 | \$1,250.00  | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ---1---  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |        |            |
| 22    | WKMG | 10/19/12          | 10/19/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | ----1-- | :30 | 1                 | \$1,250.00  | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ----1--  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |        |            |
| 23    | WKMG | 10/22/12          | 10/22/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | 1-----  | :30 | 1                 | \$1,250.00  | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/22/12          | 10/28/12        | 1-----   |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |        |            |
| 24    | WKMG | 10/17/12          | 10/17/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | --1---- | :30 | 1                 | \$1,250.00  | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | --1----  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |        |            |
| 25    | WKMG | 10/18/12          | 10/18/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | ---1--- | :30 | 1                 | \$1,250.00  | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ---1---  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |        |            |
| 26    | WKMG | 10/19/12          | 10/19/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | ----1-- | :30 | 1                 | \$1,250.00  | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ----1--  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |        |            |
| 27    | WKMG | 10/22/12          | 10/22/12        | 2-3p The Talk<br>The Talk                      | CM    | 2-3p           | 1-----  | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/22/12          | 10/28/12        | 1-----   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 28    | WKMG | 10/16/12          | 10/16/12        | 2-3p The Talk<br>The Talk                      | CM    | 2-3p           | -1----- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |



WKMG

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Contract / Revision

258056

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1565

|       |      |                   |                 |                           |       |                |                   |     |             |            |               |          | Totals |            |
|-------|------|-------------------|-----------------|---------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|----------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code            | Break | Start/End Time | Days              | Len | Spots       | Rate       | Pri           | Rtg Type | Spots  | Amount     |
| 28    | WKMG | 10/16/12          | 10/16/12        | 2-3p The Talk<br>The Talk | CM    | 2-3p           | -1-----           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/15/12          | 10/21/12        | -1-----                   |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| 29    | WKMG | 10/17/12          | 10/17/12        | 2-3p The Talk<br>The Talk | CM    | 2-3p           | --1----           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/15/12          | 10/21/12        | --1----                   |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| 30    | WKMG | 10/18/12          | 10/18/12        | 2-3p The Talk<br>The Talk | CM    | 2-3p           | ---1---           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ---1---                   |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| 31    | WKMG | 10/16/12          | 10/16/12        | 4-430p Extra<br>Extra     | CM    | 4-430p         | -1-----           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/15/12          | 10/21/12        | -1-----                   |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| 32    | WKMG | 10/18/12          | 10/18/12        | 4-430p Extra<br>Extra     | CM    | 4-430p         | ---1---           | :30 | 1           | \$700.00   | P-3           | 0.00 NM  | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ---1---                   |       |                | 1                 |     | \$700.00    |            | 0.00          |          |        |            |
| 33    | WKMG | 10/22/12          | 10/22/12        | News at 5p<br>News at 5p  | CM    | 5-530p         | 1-----            | :30 | 1           | \$1,000.00 | P-3           | 0.00 NM  | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | 1-----                    |       |                | 1                 |     | \$1,000.00  |            | 0.00          |          |        |            |
| 34    | WKMG | 10/16/12          | 10/16/12        | News at 5p<br>News at 5p  | CM    | 5-530p         | -1-----           | :30 | 1           | \$1,000.00 | P-3           | 0.00 NM  | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/15/12          | 10/21/12        | -1-----                   |       |                | 1                 |     | \$1,000.00  |            | 0.00          |          |        |            |
| 35    | WKMG | 10/18/12          | 10/18/12        | News at 5p<br>News at 5p  | CM    | 5-530p         | ---1---           | :30 | 1           | \$1,000.00 | P-3           | 0.00 NM  | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ---1---                   |       |                | 1                 |     | \$1,000.00  |            | 0.00          |          |        |            |
| 36    | WKMG | 10/16/12          | 10/16/12        | News at 6p<br>News at 6p  | CM    | 6-630p         | -1-----           | :30 | 1           | \$1,400.00 | P-3           | 0.00 NM  | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/15/12          | 10/21/12        | -1-----                   |       |                | 1                 |     | \$1,400.00  |            | 0.00          |          |        |            |
| 37    | WKMG | 10/18/12          | 10/18/12        | News at 6p<br>News at 6p  | CM    | 6-630p         | ---1---           | :30 | 1           | \$1,400.00 | P-3           | 0.00 NM  | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ---1---                   |       |                | 1                 |     | \$1,400.00  |            | 0.00          |          |        |            |
| 38    | WKMG | 10/19/12          | 10/19/12        | News at 6p<br>News at 6p  | CM    | 6-630p         | ----1--           | :30 | 1           | \$1,400.00 | P-3           | 0.00 NM  | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ----1--                   |       |                | 1                 |     | \$1,400.00  |            | 0.00          |          |        |            |
| 39    | WKMG | 10/22/12          | 10/22/12        | News at 7p<br>News at 7p  | CM    | 7-7:30p        | 1-----            | :30 | 1           | \$1,800.00 | P-3           | 0.00 NM  | 1      | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/22/12          | 10/28/12        | 1-----                    |       |                | 1                 |     | \$1,800.00  |            | 0.00          |          |        |            |
| 40    | WKMG | 10/16/12          | 10/16/12        | News at 7p<br>News at 7p  | CM    | 7-7:30p        | -1-----           | :30 | 1           | \$1,800.00 | P-3           | 0.00 NM  | 1      | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |          |        |            |
| Week: |      | 10/15/12          | 10/21/12        | -1-----                   |       |                | 1                 |     | \$1,800.00  |            | 0.00          |          |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision **258056** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser **ISS/Priorities USA Action** Product **PRIORITIES USA ACT**

Estimate # **1565**

|       |      |                   |                 |  |       |                |         |     |                   |             |     |               | Totals |            |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                               | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount     |
| 40    | WKMG | 10/16/12          | 10/16/12        | News at 7p<br>News at 7p                     | CM    | 7-7:30p        | -1----- | :30 | 1                 | \$1,800.00  | P-3 | 0.00 NM       | 1      | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | -1-----                                      |       |                |         |     | 1                 | \$1,800.00  |     | 0.00          |        |            |
| 41    | WKMG | 10/17/12          | 10/17/12        | News at 7p<br>News at 7p                     | CM    | 7-7:30p        | --1---- | :30 | 1                 | \$1,800.00  | P-3 | 0.00 NM       | 1      | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | --1----                                      |       |                |         |     | 1                 | \$1,800.00  |     | 0.00          |        |            |
| 42    | WKMG | 10/16/12          | 10/16/12        | M-F 7:30-8p Inside Ed<br>Inside Edition      | CM    | 730-8p         | -1----- | :30 | 1                 | \$1,500.00  | P-3 | 0.00 NM       | 1      | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | -1-----                                      |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |        |            |
| 43    | WKMG | 10/18/12          | 10/18/12        | M-F 7:30-8p Inside Ed<br>Inside Edition      | CM    | 730-8p         | ---1--- | :30 | 1                 | \$1,500.00  | P-3 | 0.00 NM       | 1      | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ---1---                                      |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |        |            |
| 44    | WKMG | 10/19/12          | 10/19/12        | M-F 7:30-8p Inside Ed<br>Inside Edition      | CM    | 730-8p         | ----1-- | :30 | 1                 | \$1,500.00  | P-3 | 0.00 NM       | 1      | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ----1--                                      |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |        |            |
| 45    | WKMG | 10/22/12          | 10/22/12        | M-F 11p News<br>M-F 11p News                 | CM    | 11-1135p       | 1-----  | :30 | 1                 | \$2,500.00  | P-3 | 0.00 NM       | 1      | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | 1-----                                       |       |                |         |     | 1                 | \$2,500.00  |     | 0.00          |        |            |
| 46    | WKMG | 10/18/12          | 10/18/12        | M-F 11p News<br>M-F 11p News                 | CM    | 11-1135p       | ---1--- | :30 | 1                 | \$2,500.00  | P-3 | 0.00 NM       | 1      | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ---1---                                      |       |                |         |     | 1                 | \$2,500.00  |     | 0.00          |        |            |
| 47    | WKMG | 10/22/12          | 10/22/12        | M-F David Letterman<br>David Letterman       | CM    | 1136p-1238a    | 1-----  | :30 | 1                 | \$1,000.00  | P-3 | 0.00 NM       | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | 1-----                                       |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |            |
| 48    | WKMG | 10/17/12          | 10/17/12        | M-F David Letterman<br>David Letterman       | CM    | 1136p-1238a    | --1---- | :30 | 1                 | \$1,000.00  | P-3 | 0.00 NM       | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | --1----                                      |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |            |
| 49    | WKMG | 10/19/12          | 10/19/12        | M-F David Letterman<br>David Letterman       | CM    | 1136p-1238a    | ----1-- | :30 | 1                 | \$1,000.00  | P-3 | 0.00 NM       | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | ----1--                                      |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |            |
| 50    | WKMG | 10/20/12          | 10/20/12        | 7-9a CBS This Morn Sa<br>7-9a Sat Early Show | CM    | 7-9a           | -----1- | :30 | 1                 | \$600.00    | P-3 | 0.00 NM       | 1      | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | -----1-                                      |       |                |         |     | 1                 | \$600.00    |     | 0.00          |        |            |
| 51    | WKMG | 10/20/12          | 10/20/12        | Sat 6p News<br>Sat Local 6 News at 6p        | CM    | 6-630p         | -----1- | :30 | 1                 | \$750.00    | P-3 | 0.00 NM       | 1      | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | -----1-                                      |       |                |         |     | 1                 | \$750.00    |     | 0.00          |        |            |
| 52    | WKMG | 10/20/12          | 10/20/12        | Sat 1135p-1205a<br>Inside Edition Wknd       | CM    | 1135p-1205a    | -----1- | :30 | 1                 | \$750.00    | P-3 | 0.00 NM       | 1      | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | -----1-                                      |       |                |         |     | 1                 | \$750.00    |     | 0.00          |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision **258056** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser **ISS/Priorities USA Action** Product **PRIORITIES USA ACT**

Estimate # **1565**

|       |      |                   |                 |  |       |                |         |     |                   |             |     |               | Totals |                |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|----------------|
| Ln    | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount         |
| 52    | WKMG | 10/20/12          | 10/20/12        | Sat 1135p-1205a<br>Inside Edition Wknd | CM    | 1135p-1205a    | -----1- | :30 | 1                 | \$750.00    | P-3 | 0.00 NM       | 1      | \$750.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/15/12          | 10/21/12        | -----1-                                |       |                |         |     | 1                 | \$750.00    |     | 0.00          |        |                |
| 53    | WKMG | 10/20/12          | 10/20/12        | Sat 1205-105a<br>Extra Wknd            | CM    | 1205-105a      | -----1- | :30 | 1                 | \$650.00    | P-3 | 0.00 NM       | 1      | \$650.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/15/12          | 10/21/12        | -----1-                                |       |                |         |     | 1                 | \$650.00    |     | 0.00          |        |                |
| 54    | WKMG | 10/21/12          | 10/21/12        | 6-830a Sun News<br>6-830a Sun News     | CM    | 6a-830a        | -----1  | :30 | 1                 | \$400.00    | P-3 | 0.00 NM       | 1      | \$400.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/15/12          | 10/21/12        | -----1                                 |       |                |         |     | 1                 | \$400.00    |     | 0.00          |        |                |
| 55    | WKMG | 10/21/12          | 10/21/12        | Sun 1135p-1235a<br>Without a Trace     | CM    | 1135p-1235a    | -----1  | :30 | 1                 | \$750.00    | P-3 | 0.00 NM       | 1      | \$750.00       |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week: |      | 10/15/12          | 10/21/12        | -----1                                 |       |                |         |     | 1                 | \$750.00    |     | 0.00          |        |                |
|       |      |                   |                 |  |       |                |         |     |                   |             |     |               | Totals | 55 \$57,850.00 |



WKMG

# ORDER

Print Date 08/30/12 Page 1 of 5

Flight Dates 10/09/12-10/15/12

Contract / Revision 258055 /

Original Date / Revision  
08/30/12 08/30/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE  
Washington, DC 20003

Product  
PRIORITIES USA ACT

Agency Com 15%

Billing Contact

1322 G. Street, SE  
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1564

Alt Order # 06301401

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue, PL-Non-Ballot-Relate

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 43150

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

| Month        | # of Spots | Net Amount  | Gross Amount | Rating |
|--------------|------------|-------------|--------------|--------|
| October 2012 | 42         | \$36,677.50 | \$43,150.00  | 0.00   |
| Totals       | 42         | \$36,677.50 | \$43,150.00  | 0.00   |

## Billing Plan

| Month        | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 42         | \$36,677.50 | \$43,150.00  | 0.00   | 10/01/12   | 10/15/12 | 42      | \$36,677.50 | \$43,150.00  |
| Totals       | 42         | \$36,677.50 | \$43,150.00  | 0.00   |            |          |         |             |              |

| Ln    | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount   |
|-------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| 1     | WKMG | 10/15/12          | 10/15/12        | Morn News at 5a<br>Morn News at 5a     | CM    | 5-530a            | 1-----  | :30 | 1     | \$500.00    | P-3 | 0.00          | NM   | 1     | \$500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/15/12          | 10/21/12        | 1-----                                 |       | 1                 |         |     |       | \$500.00    |     | 0.00          |      |       |          |
| 2     | WKMG | 10/10/12          | 10/10/12        | Morn News at 5a<br>Morn News at 5a     | CM    | 5-530a            | --1---- | :30 | 1     | \$500.00    | P-3 | 0.00          | NM   | 1     | \$500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/08/12          | 10/14/12        | --1----                                |       | 1                 |         |     |       | \$500.00    |     | 0.00          |      |       |          |
| 3     | WKMG | 10/11/12          | 10/11/12        | Morn News at 530a<br>Morn News at 530a | CM    | 530-6a            | ---1--- | :30 | 1     | \$700.00    | P-3 | 0.00          | NM   | 1     | \$700.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/08/12          | 10/14/12        | ---1---                                |       | 1                 |         |     |       | \$700.00    |     | 0.00          |      |       |          |
| 4     | WKMG | 10/15/12          | 10/15/12        | Morn News at 6a<br>Morn News at 6a     | CM    | 6-7a              | 1-----  | :30 | 1     | \$800.00    | P-3 | 0.00          | NM   | 1     | \$800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/08/12          | 10/14/12        | ---1---                                |       | 1                 |         |     |       | \$800.00    |     | 0.00          |      |       |          |



WKMG

Print Date: 08/30/12

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Contract / Revision

258055

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1564

| Ln | Ch    | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|----|-------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|    |       |                   |                 |  |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
| 4  | WKMG  | 10/15/12          | 10/15/12        | Morn News at 6a<br>Morn News at 6a             | CM    | 6-7a           | 1-----  | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/15/12          | 10/21/12        | 1-----   |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| 5  | WKMG  | 10/09/12          | 10/09/12        | Morn News at 6a<br>Morn News at 6a             | CM    | 6-7a           | -1----- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | -1-----  |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| 6  | WKMG  | 10/11/12          | 10/11/12        | Morn News at 6a<br>Morn News at 6a             | CM    | 6-7a           | ---1--- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | ---1---  |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| 7  | WKMG  | 10/10/12          | 10/10/12        | CBS This Morning<br>The Early Show             | CM    | 7-9a           | --1---- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | --1----  |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 8  | WKMG  | 10/11/12          | 10/11/12        | CBS This Morning<br>The Early Show             | CM    | 7-9a           | ---1--- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | ---1---  |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 9  | WKMG  | 10/12/12          | 10/12/12        | CBS This Morning<br>The Early Show             | CM    | 7-9a           | ----1-- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | ----1--  |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 10 | WKMG  | 10/09/12          | 10/09/12        | 9-10a Rachael Ray<br>Rachael Ray               | CM    | 9-10a          | -1----- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | -1-----  |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 11 | WKMG  | 10/10/12          | 10/10/12        | 9-10a Rachael Ray<br>Rachael Ray               | CM    | 9-10a          | --1---- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | --1----  |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 12 | WKMG  | 10/12/12          | 10/12/12        | 9-10a Rachael Ray<br>Rachael Ray               | CM    | 9-10a          | ----1-- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | ----1--  |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 13 | WKMG  | 10/10/12          | 10/10/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | --1---- | :30 | 1                 | \$1,400.00  | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | --1----  |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |      |        |            |
| 14 | WKMG  | 10/12/12          | 10/12/12        | Fri Amer Tks Parade<br>No Show                 | CM    | 11a-12p        | ----1-- | :30 | 1                 | \$1,400.00  | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | ----1--  |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |      |        |            |
| 15 | WKMG  | 10/09/12          | 10/09/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | -1----- | :30 | 1                 | \$1,250.00  | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | -1-----  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |        |            |
| 16 | WKMG  | 10/11/12          | 10/11/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | ---1--- | :30 | 1                 | \$1,250.00  | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | ---1---  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision **258055** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser **ISS/Priorities USA Action** Product **PRIORITIES USA ACT**

Estimate # **1564**

|       |      |                   |                 |   |       |                |         |     |                   |             |     |               | Totals |            |
|-------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                    | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount     |
| 16    | WKMG | 10/11/12          | 10/11/12        | Local 6 News 12-1230p CM<br>Local 6 News 12-1230p |       | 12-1230p       | ---1--- | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/08/12          | 10/14/12        | ---1---   |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| 17    | WKMG | 10/12/12          | 10/12/12        | Local 6 News 12-1230p CM<br>Local 6 News 12-1230p |       | 12-1230p       | ----1-- | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/08/12          | 10/14/12        | ----1--   |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| 18    | WKMG | 10/15/12          | 10/15/12        | 1230-2p CBS Soaps CM<br>Soaps                     |       | 12:30-2p       | 1-----  | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1-----  |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| 19    | WKMG | 10/10/12          | 10/10/12        | 1230-2p CBS Soaps CM<br>Soaps                     |       | 12:30-2p       | --1---- | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/08/12          | 10/14/12        | --1----   |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| 20    | WKMG | 10/12/12          | 10/12/12        | 1230-2p CBS Soaps CM<br>Soaps                     |       | 12:30-2p       | ----1-- | :30 | 1                 | \$1,250.00  | P-3 | 0.00 NM       | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/08/12          | 10/14/12        | ----1--   |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |        |            |
| 21    | WKMG | 10/15/12          | 10/15/12        | 2-3p The Talk CM<br>The Talk                      |       | 2-3p           | 1-----  | :30 | 1                 | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1-----  |       |                |         |     | 1                 | \$700.00    |     | 0.00          |        |            |
| 22    | WKMG | 10/09/12          | 10/09/12        | 4-430p Extra CM<br>Extra                          |       | 4-430p         | -1----- | :30 | 1                 | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -1-----   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |        |            |
| 23    | WKMG | 10/11/12          | 10/11/12        | 4-430p Extra CM<br>Extra                          |       | 4-430p         | ---1--- | :30 | 1                 | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/08/12          | 10/14/12        | ---1---   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |        |            |
| 24    | WKMG | 10/09/12          | 10/09/12        | News at 5p CM<br>News at 5p                       |       | 5-530p         | -1----- | :30 | 1                 | \$1,000.00  | P-3 | 0.00 NM       | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -1-----   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |            |
| 25    | WKMG | 10/11/12          | 10/11/12        | News at 5p CM<br>News at 5p                       |       | 5-530p         | ---1--- | :30 | 1                 | \$1,000.00  | P-3 | 0.00 NM       | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/08/12          | 10/14/12        | ---1---   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |            |
| 26    | WKMG | 10/09/12          | 10/09/12        | News at 6p CM<br>News at 6p                       |       | 6-630p         | -1----- | :30 | 1                 | \$1,400.00  | P-3 | 0.00 NM       | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -1-----   |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |        |            |
| 27    | WKMG | 10/11/12          | 10/11/12        | News at 6p CM<br>News at 6p                       |       | 6-630p         | ---1--- | :30 | 1                 | \$1,400.00  | P-3 | 0.00 NM       | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/08/12          | 10/14/12        | ---1---   |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |        |            |
| 28    | WKMG | 10/15/12          | 10/15/12        | News at 7p CM<br>News at 7p                       |       | 7-7:30p        | 1-----  | :30 | 1                 | \$1,800.00  | P-3 | 0.00 NM       | 1      | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1-----  |       |                |         |     | 1                 | \$1,800.00  |     | 0.00          |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision

258055

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1564

| Ln | Ch    | Start             | End             | Inventory Code                                | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Totals |            |
|----|-------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|------------|
|    |       |                   |                 |   |       |                   |         |     |       |             |     |               |      | Spots  | Amount     |
| 28 | WKMG  | 10/15/12          | 10/15/12        | News at 7p<br>News at 7p                      | CM    | 7-7:30p           | 1-----  | :30 | 1     | \$1,800.00  | P-3 | 0.00          | NM   | 1      | \$1,800.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/15/12          | 10/21/12        | 1-----  |       | 1                 |         |     |       | \$1,800.00  |     | 0.00          |      |        |            |
| 29 | WKMG  | 10/10/12          | 10/10/12        | News at 7p<br>News at 7p                      | CM    | 7-7:30p           | --1---- | :30 | 1     | \$1,800.00  | P-3 | 0.00          | NM   | 1      | \$1,800.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | --1----                                       |       | 1                 |         |     |       | \$1,800.00  |     | 0.00          |      |        |            |
| 30 | WKMG  | 10/09/12          | 10/09/12        | M-F 7:30-8p Inside Ed<br>Inside Edition       | CM    | 730-8p            | -1----- | :30 | 1     | \$1,500.00  | P-3 | 0.00          | NM   | 1      | \$1,500.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | -1-----                                       |       | 1                 |         |     |       | \$1,500.00  |     | 0.00          |      |        |            |
| 31 | WKMG  | 10/11/12          | 10/11/12        | M-F 7:30-8p Inside Ed<br>Inside Edition       | CM    | 730-8p            | ---1--- | :30 | 1     | \$1,500.00  | P-3 | 0.00          | NM   | 1      | \$1,500.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | ---1---                                       |       | 1                 |         |     |       | \$1,500.00  |     | 0.00          |      |        |            |
| 32 | WKMG  | 10/15/12          | 10/15/12        | M-F 11p News<br>M-F 11p News                  | CM    | 11-1135p          | 1-----  | :30 | 1     | \$2,500.00  | P-3 | 0.00          | NM   | 1      | \$2,500.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/15/12          | 10/21/12        | 1-----  |       | 1                 |         |     |       | \$2,500.00  |     | 0.00          |      |        |            |
| 33 | WKMG  | 10/11/12          | 10/11/12        | M-F 11p News<br>M-F 11p News                  | CM    | 11-1135p          | ---1--- | :30 | 1     | \$2,500.00  | P-3 | 0.00          | NM   | 1      | \$2,500.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | ---1---                                       |       | 1                 |         |     |       | \$2,500.00  |     | 0.00          |      |        |            |
| 34 | WKMG  | 10/15/12          | 10/15/12        | M-F David Letterman<br>David Letterman        | CM    | 1136p-1238a       | 1-----  | :30 | 1     | \$750.00    | P-3 | 0.00          | NM   | 1      | \$750.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/15/12          | 10/21/12        | 1-----  |       | 1                 |         |     |       | \$750.00    |     | 0.00          |      |        |            |
| 35 | WKMG  | 10/10/12          | 10/10/12        | M-F David Letterman<br>David Letterman        | CM    | 1136p-1238a       | --1---- | :30 | 1     | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | --1----                                       |       | 1                 |         |     |       | \$1,000.00  |     | 0.00          |      |        |            |
| 36 | WKMG  | 10/12/12          | 10/12/12        | M-F David Letterman<br>David Letterman        | CM    | 1136p-1238a       | ----1-- | :30 | 1     | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | ----1--                                       |       | 1                 |         |     |       | \$1,000.00  |     | 0.00          |      |        |            |
| 37 | WKMG  | 10/13/12          | 10/13/12        | 7-9a CBS This Morn Sat<br>7-9a Sat Early Show | CM    | 7-9a              | -----1- | :30 | 1     | \$600.00    | P-3 | 0.00          | NM   | 1      | \$600.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | -----1-                                       |       | 1                 |         |     |       | \$600.00    |     | 0.00          |      |        |            |
| 38 | WKMG  | 10/13/12          | 10/13/12        | Sat 6p News<br>Sat Local 6 News at 6p         | CM    | 6-630p            | -----1- | :30 | 1     | \$750.00    | P-3 | 0.00          | NM   | 1      | \$750.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | -----1-                                       |       | 1                 |         |     |       | \$750.00    |     | 0.00          |      |        |            |
| 39 | WKMG  | 10/13/12          | 10/13/12        | Sat 1135p-1205a<br>Inside Edition Wknd        | CM    | 1135p-1205a       | -----1- | :30 | 1     | \$750.00    | P-3 | 0.00          | NM   | 1      | \$750.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | -----1-                                       |       | 1                 |         |     |       | \$750.00    |     | 0.00          |      |        |            |
| 40 | WKMG  | 10/13/12          | 10/13/12        | Sat 1205-105a<br>Extra Wknd                   | CM    | 1205-105a         | -----1- | :30 | 1     | \$650.00    | P-3 | 0.00          | NM   | 1      | \$650.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/08/12          | 10/14/12        | -----1-                                       |       | 1                 |         |     |       | \$650.00    |     | 0.00          |      |        |            |





WKMG

Print Date: 08/30/12

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Contract / Revision

258055

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1564

| Ln    | Ch   | Start             | End             | Inventory Code                     | Break | Start/End Time    | Days    | Len | Spots       | Rate     | Pri | Rtg           | Type   | Totals<br>Spots    Amount |             |
|-------|------|-------------------|-----------------|------------------------------------|-------|-------------------|---------|-----|-------------|----------|-----|---------------|--------|---------------------------|-------------|
| 40    | WKMG | 10/13/12          | 10/13/12        | Sat 1205-105a<br>Extra Wknd        | CM    | 1205-105a         | -----1- | :30 | 1           | \$650.00 | P-3 | 0.00          | NM     | 1                         | \$650.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          |     | <u>Rating</u> |        |                           |             |
| Week: |      | 10/08/12          | 10/14/12        | -----1-                            |       | 1                 |         |     | \$650.00    |          |     | 0.00          |        |                           |             |
| 41    | WKMG | 10/14/12          | 10/14/12        | 6-830a Sun News<br>6-830a Sun News | CM    | 6a-830a           | -----1  | :30 | 1           | \$400.00 | P-3 | 0.00          | NM     | 1                         | \$400.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          |     | <u>Rating</u> |        |                           |             |
| Week: |      | 10/08/12          | 10/14/12        | -----1                             |       | 1                 |         |     | \$400.00    |          |     | 0.00          |        |                           |             |
| 42    | WKMG | 10/14/12          | 10/14/12        | Sun 1135p-1235a<br>Without a Trace | CM    | 1135p-1235a       | -----1  | :30 | 1           | \$750.00 | P-3 | 0.00          | NM     | 1                         | \$750.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          |     | <u>Rating</u> |        |                           |             |
| Week: |      | 10/08/12          | 10/14/12        | -----1                             |       | 1                 |         |     | \$750.00    |          |     | 0.00          |        |                           |             |
|       |      |                   |                 |                                    |       |                   |         |     |             |          |     |               | Totals | 42                        | \$43,150.00 |



WKMG

# ORDER

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Flight Dates 10/30/12-11/06/12

Contract / Revision

258052 /

Product

PRIORITIES USA ACT

Original Date / Revision

08/30/12 08/30/12

Agency Com 15%

Billing Contact

1322 G. Street, SE  
Washington, DC 20003

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE  
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1567

Alt Order # 06301397

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue,PL-Non-Ballot-Relate

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 56900

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

| Month         | # of Spots | Net Amount         | Gross Amount       | Rating      |
|---------------|------------|--------------------|--------------------|-------------|
| November 2012 | 53         | \$48,365.00        | \$56,900.00        | 0.00        |
| <b>Totals</b> | <b>53</b>  | <b>\$48,365.00</b> | <b>\$56,900.00</b> | <b>0.00</b> |

## Billing Plan

| Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/29/12   | 11/05/12 | 53      | \$48,365.00 | \$56,900.00  |

| Ln | Ch    | Start             | End             | Inventory Code                         | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Totals |          |
|----|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|----------|
|    |       |                   |                 |  |       |                   |         |     |       |             |     |               |      | Spots  | Amount   |
| 1  | WKMG  | 10/31/12          | 10/31/12        | Morn News at 5a<br>Morn News at 5a     | CM    | 5-530a            | --1---- | :30 | 1     | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
|    | Week: | 10/29/12          | 11/04/12        | --1----                                |       | 1                 |         |     |       | \$500.00    |     | 0.00          |      |        |          |
| 2  | WKMG  | 11/02/12          | 11/02/12        | Morn News at 5a<br>Morn News at 5a     | CM    | 5-530a            | ----1-- | :30 | 1     | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
|    | Week: | 10/29/12          | 11/04/12        | ----1--                                |       | 1                 |         |     |       | \$500.00    |     | 0.00          |      |        |          |
| 3  | WKMG  | 10/31/12          | 10/31/12        | Morn News at 530a<br>Morn News at 530a | CM    | 530-6a            | --1---- | :30 | 1     | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
|    | Week: | 10/29/12          | 11/04/12        | --1----                                |       | 1                 |         |     |       | \$700.00    |     | 0.00          |      |        |          |
| 4  | WKMG  | 11/01/12          | 11/01/12        | Morn News at 530a<br>Morn News at 530a | CM    | 530-6a            | ---1--- | :30 | 1     | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |          |



WKMG

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Contract / Revision

258052

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1567

|       |      |                   |                 |   |       |                |         |     |                   |             |     |               | Totals |            |
|-------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                          | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount     |
| 4     | WKMG | 11/01/12          | 11/01/12        | Morn News at 530a<br>Morn News at 530a  | CM    | 530-6a         | ---1--- | :30 | 1                 | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ---1---                                 |       |                |         |     | 1                 | \$700.00    |     | 0.00          |        |            |
| 5     | WKMG | 10/30/12          | 10/30/12        | Morn News at 6a<br>Morn News at 6a      | CM    | 6-7a           | -1----- | :30 | 1                 | \$800.00    | P-3 | 0.00 NM       | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -1-----                                 |       |                |         |     | 1                 | \$800.00    |     | 0.00          |        |            |
| 6     | WKMG | 11/01/12          | 11/01/12        | Morn News at 6a<br>Morn News at 6a      | CM    | 6-7a           | ---1--- | :30 | 1                 | \$800.00    | P-3 | 0.00 NM       | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ---1---                                 |       |                |         |     | 1                 | \$800.00    |     | 0.00          |        |            |
| 7     | WKMG | 11/02/12          | 11/02/12        | Morn News at 6a<br>Morn News at 6a      | CM    | 6-7a           | ----1-- | :30 | 1                 | \$800.00    | P-3 | 0.00 NM       | 1      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ----1--                                 |       |                |         |     | 1                 | \$800.00    |     | 0.00          |        |            |
| 8     | WKMG | 10/31/12          | 10/31/12        | CBS This Morning<br>The Early Show      | CM    | 7-9a           | --1---- | :30 | 1                 | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | --1----                                 |       |                |         |     | 1                 | \$700.00    |     | 0.00          |        |            |
| 9     | WKMG | 11/01/12          | 11/01/12        | CBS This Morning<br>The Early Show      | CM    | 7-9a           | ---1--- | :30 | 1                 | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ---1---                                 |       |                |         |     | 1                 | \$700.00    |     | 0.00          |        |            |
| 10    | WKMG | 11/02/12          | 11/02/12        | CBS This Morning<br>The Early Show      | CM    | 7-9a           | ----1-- | :30 | 1                 | \$700.00    | P-3 | 0.00 NM       | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ----1--                                 |       |                |         |     | 1                 | \$700.00    |     | 0.00          |        |            |
| 11    | WKMG | 11/05/12          | 11/05/12        | 9-10a Rachael Ray<br>Rachael Ray        | CM    | 9-10a          | 1-----  | :30 | 1                 | \$750.00    | P-3 | 0.00 NM       | 1      | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 11/05/12          | 11/11/12        | 1-----                                  |       |                |         |     | 1                 | \$750.00    |     | 0.00          |        |            |
| 12    | WKMG | 10/30/12          | 10/30/12        | 9-10a Rachael Ray<br>Rachael Ray        | CM    | 9-10a          | -1----- | :30 | 1                 | \$500.00    | P-3 | 0.00 NM       | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -1-----                                 |       |                |         |     | 1                 | \$500.00    |     | 0.00          |        |            |
| 13    | WKMG | 10/31/12          | 10/31/12        | 9-10a Rachael Ray<br>Rachael Ray        | CM    | 9-10a          | --1---- | :30 | 1                 | \$500.00    | P-3 | 0.00 NM       | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | --1----                                 |       |                |         |     | 1                 | \$500.00    |     | 0.00          |        |            |
| 14    | WKMG | 11/02/12          | 11/02/12        | 9-10a Rachael Ray<br>Rachael Ray        | CM    | 9-10a          | ----1-- | :30 | 1                 | \$500.00    | P-3 | 0.00 NM       | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ----1--                                 |       |                |         |     | 1                 | \$500.00    |     | 0.00          |        |            |
| 15    | WKMG | 11/05/12          | 11/05/12        | 11-12p Price Is Right<br>Price Is Right | CM    | 11a-12p        | 1-----  | :30 | 1                 | \$2,000.00  | P-3 | 0.00 NM       | 1      | \$2,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 11/05/12          | 11/11/12        | 1-----                                  |       |                |         |     | 1                 | \$2,000.00  |     | 0.00          |        |            |
| 16    | WKMG | 10/30/12          | 10/30/12        | 11-12p Price Is Right<br>Price Is Right | CM    | 11a-12p        | -1----- | :30 | 1                 | \$1,400.00  | P-3 | 0.00 NM       | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision

258052

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1567

|       |      |                   |                 |  |       |                |                   |     |             |            |     |               |      | Totals |            |
|-------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------------|------------|-----|---------------|------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days              | Len | Spots       | Rate       | Pri | Rtg           | Type | Spots  | Amount     |
| 16    | WKMG | 10/30/12          | 10/30/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | -1-----           | :30 | 1           | \$1,400.00 | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -1-----  |       |                | 1                 |     | \$1,400.00  |            |     | 0.00          |      |        |            |
| 17    | WKMG | 10/31/12          | 10/31/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | --1----           | :30 | 1           | \$1,400.00 | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | --1----  |       |                | 1                 |     | \$1,400.00  |            |     | 0.00          |      |        |            |
| 18    | WKMG | 11/02/12          | 11/02/12        | Fri Amer Tks Parade<br>No Show                 | CM    | 11a-12p        | ----1--           | :30 | 1           | \$1,400.00 | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ----1--  |       |                | 1                 |     | \$1,400.00  |            |     | 0.00          |      |        |            |
| 19    | WKMG | 11/05/12          | 11/05/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | 1-----            | :30 | 1           | \$2,000.00 | P-3 | 0.00          | NM   | 1      | \$2,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 11/05/12          | 11/11/12        | 1-----   |       |                | 1                 |     | \$2,000.00  |            |     | 0.00          |      |        |            |
| 20    | WKMG | 10/30/12          | 10/30/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | -1-----           | :30 | 1           | \$1,250.00 | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -1-----  |       |                | 1                 |     | \$1,250.00  |            |     | 0.00          |      |        |            |
| 21    | WKMG | 10/31/12          | 10/31/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | --1----           | :30 | 1           | \$1,250.00 | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | --1----  |       |                | 1                 |     | \$1,250.00  |            |     | 0.00          |      |        |            |
| 22    | WKMG | 11/01/12          | 11/01/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | ---1---           | :30 | 1           | \$1,250.00 | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ---1---  |       |                | 1                 |     | \$1,250.00  |            |     | 0.00          |      |        |            |
| 23    | WKMG | 11/02/12          | 11/02/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | ----1--           | :30 | 1           | \$1,250.00 | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ----1--  |       |                | 1                 |     | \$1,250.00  |            |     | 0.00          |      |        |            |
| 24    | WKMG | 10/31/12          | 10/31/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | --1----           | :30 | 1           | \$1,250.00 | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | --1----  |       |                | 1                 |     | \$1,250.00  |            |     | 0.00          |      |        |            |
| 25    | WKMG | 11/01/12          | 11/01/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | ---1---           | :30 | 1           | \$1,250.00 | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ---1---  |       |                | 1                 |     | \$1,250.00  |            |     | 0.00          |      |        |            |
| 26    | WKMG | 11/02/12          | 11/02/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | ----1--           | :30 | 1           | \$1,250.00 | P-3 | 0.00          | NM   | 1      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ----1--  |       |                | 1                 |     | \$1,250.00  |            |     | 0.00          |      |        |            |
| 27    | WKMG | 11/05/12          | 11/05/12        | 2-3p The Talk<br>The Talk                      | CM    | 2-3p           | 1-----            | :30 | 1           | \$1,000.00 | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 11/05/12          | 11/11/12        | 1-----   |       |                | 1                 |     | \$1,000.00  |            |     | 0.00          |      |        |            |
| 28    | WKMG | 10/31/12          | 10/31/12        | 2-3p The Talk<br>The Talk                      | CM    | 2-3p           | --1----           | :30 | 1           | \$700.00   | P-3 | 0.00          | NM   | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | --1----  |       |                | 1                 |     | \$700.00    |            |     | 0.00          |      |        |            |



WKMG

Print Date: 08/30/12

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Contract / Revision

258052

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1567

|       |      |                   |                 |                           |       |                |         |     |                   |             |     |               |      | Totals |            |
|-------|------|-------------------|-----------------|---------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code            | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount     |
| 28    | WKMG | 10/31/12          | 10/31/12        | 2-3p The Talk<br>The Talk | CM    | 2-3p           | --1---- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | --1----                   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 29    | WKMG | 11/01/12          | 11/01/12        | 2-3p The Talk<br>The Talk | CM    | 2-3p           | ---1--- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ---1---                   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 30    | WKMG | 10/30/12          | 10/30/12        | 4-430p Extra<br>Extra     | CM    | 4-430p         | -1----- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -1-----                   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 31    | WKMG | 11/01/12          | 11/01/12        | 4-430p Extra<br>Extra     | CM    | 4-430p         | ---1--- | :30 | 1                 | \$700.00    | P-3 | 0.00          | NM   | 1      | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ---1---                   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 32    | WKMG | 10/30/12          | 10/30/12        | News at 5p<br>News at 5p  | CM    | 5-530p         | -1----- | :30 | 1                 | \$100.00    | P-3 | 0.00          | NM   | 1      | \$100.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -1-----                   |       |                |         |     | 1                 | \$100.00    |     | 0.00          |      |        |            |
| 33    | WKMG | 11/01/12          | 11/01/12        | News at 5p<br>News at 5p  | CM    | 5-530p         | ---1--- | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ---1---                   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| 34    | WKMG | 11/05/12          | 11/05/12        | News at 6p<br>News at 6p  | CM    | 6-630p         | 1-----  | :30 | 1                 | \$2,000.00  | P-3 | 0.00          | NM   | 1      | \$2,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 11/05/12          | 11/11/12        | 1-----                    |       |                |         |     | 1                 | \$2,000.00  |     | 0.00          |      |        |            |
| 35    | WKMG | 10/30/12          | 10/30/12        | News at 6p<br>News at 6p  | CM    | 6-630p         | -1----- | :30 | 1                 | \$1,400.00  | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -1-----                   |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |      |        |            |
| 36    | WKMG | 11/01/12          | 11/01/12        | News at 6p<br>News at 6p  | CM    | 6-630p         | ---1--- | :30 | 1                 | \$1,400.00  | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ---1---                   |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |      |        |            |
| 37    | WKMG | 11/02/12          | 11/02/12        | News at 6p<br>News at 6p  | CM    | 6-630p         | ----1-- | :30 | 1                 | \$1,400.00  | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ----1--                   |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |      |        |            |
| 38    | WKMG | 10/30/12          | 10/30/12        | News at 7p<br>News at 7p  | CM    | 7-7:30p        | -1----- | :30 | 1                 | \$1,800.00  | P-3 | 0.00          | NM   | 1      | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -1-----                   |       |                |         |     | 1                 | \$1,800.00  |     | 0.00          |      |        |            |
| 39    | WKMG | 10/31/12          | 10/31/12        | News at 7p<br>News at 7p  | CM    | 7-7:30p        | --1---- | :30 | 1                 | \$1,800.00  | P-3 | 0.00          | NM   | 1      | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/29/12          | 11/04/12        | --1----                   |       |                |         |     | 1                 | \$1,800.00  |     | 0.00          |      |        |            |
| 40    | WKMG | 11/02/12          | 11/02/12        | News at 7p<br>News at 7p  | CM    | 7-7:30p        | ----1-- | :30 | 1                 | \$1,800.00  | P-3 | 0.00          | NM   | 1      | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 11/02/12          | 11/08/12        | ----1--                   |       |                |         |     | 1                 | \$1,800.00  |     | 0.00          |      |        |            |



WKMG

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Contract / Revision

258052

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1567

|       |      |                   |                 |  |       |                |         |     |                   |             |     |               | Totals |            |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                               | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount     |
| 40    | WKMG | 11/02/12          | 11/02/12        | News at 7p<br>News at 7p                     | CM    | 7-7:30p        | ----1-- | :30 | 1                 | \$1,800.00  | P-3 | 0.00 NM       | 1      | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ----1--                                      |       |                |         |     | 1                 | \$1,800.00  |     | 0.00          |        |            |
| 41    | WKMG | 11/05/12          | 11/05/12        | M-F 7:30-8p Inside Ed<br>Inside Edition      | CM    | 730-8p         | 1-----  | :30 | 1                 | \$2,500.00  | P-3 | 0.00 NM       | 1      | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 11/05/12          | 11/11/12        | 1-----                                       |       |                |         |     | 1                 | \$2,500.00  |     | 0.00          |        |            |
| 42    | WKMG | 10/30/12          | 10/30/12        | M-F 7:30-8p Inside Ed<br>Inside Edition      | CM    | 730-8p         | -1----- | :30 | 1                 | \$1,500.00  | P-3 | 0.00 NM       | 1      | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -1-----                                      |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |        |            |
| 43    | WKMG | 11/01/12          | 11/01/12        | M-F 7:30-8p Inside Ed<br>Inside Edition      | CM    | 730-8p         | ---1--- | :30 | 1                 | \$1,500.00  | P-3 | 0.00 NM       | 1      | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ---1---                                      |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |        |            |
| 44    | WKMG | 11/02/12          | 11/02/12        | M-F 7:30-8p Inside Ed<br>Inside Edition      | CM    | 730-8p         | ----1-- | :30 | 1                 | \$1,500.00  | P-3 | 0.00 NM       | 1      | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ----1--                                      |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |        |            |
| 45    | WKMG | 10/31/12          | 10/31/12        | M-F David Letterman<br>David Letterman       | CM    | 1136p-1238a    | --1---- | :30 | 1                 | \$1,000.00  | P-3 | 0.00 NM       | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | --1----                                      |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |            |
| 46    | WKMG | 11/02/12          | 11/02/12        | M-F David Letterman<br>David Letterman       | CM    | 1136p-1238a    | ----1-- | :30 | 1                 | \$1,000.00  | P-3 | 0.00 NM       | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | ----1--                                      |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |            |
| 47    | WKMG | 11/03/12          | 11/03/12        | 7-9a CBS This Morn Sa<br>7-9a Sat Early Show | CM    | 7-9a           | -----1- | :30 | 1                 | \$600.00    | P-3 | 0.00 NM       | 1      | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----1-                                      |       |                |         |     | 1                 | \$600.00    |     | 0.00          |        |            |
| 48    | WKMG | 11/03/12          | 11/03/12        | Sat 6p News<br>Sat Local 6 News at 6p        | CM    | 6-630p         | -----1- | :30 | 1                 | \$1,500.00  | P-3 | 0.00 NM       | 1      | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----1-                                      |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |        |            |
| 49    | WKMG | 11/03/12          | 11/03/12        | Sat 1135p-1205a<br>Inside Edition Wknd       | CM    | 1135p-1205a    | -----1- | :30 | 1                 | \$750.00    | P-3 | 0.00 NM       | 1      | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----1-                                      |       |                |         |     | 1                 | \$750.00    |     | 0.00          |        |            |
| 50    | WKMG | 11/03/12          | 11/03/12        | Sat 1205-105a<br>Extra Wknd                  | CM    | 1205-105a      | -----1- | :30 | 1                 | \$650.00    | P-3 | 0.00 NM       | 1      | \$650.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----1-                                      |       |                |         |     | 1                 | \$650.00    |     | 0.00          |        |            |
| 51    | WKMG | 11/04/12          | 11/04/12        | 6-830a Sun News<br>6-830a Sun News           | CM    | 6a-830a        | -----1  | :30 | 1                 | \$400.00    | P-3 | 0.00 NM       | 1      | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----1                                       |       |                |         |     | 1                 | \$400.00    |     | 0.00          |        |            |
| 52    | WKMG | 11/04/12          | 11/04/12        | Sun 1135p-1235a<br>Without a Trace           | CM    | 1135p-1235a    | -----1  | :30 | 1                 | \$750.00    | P-3 | 0.00 NM       | 1      | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----1                                       |       |                |         |     | 1                 | \$750.00    |     | 0.00          |        |            |

